

2.1 Planning Summary

The site is in a sustainable location within walking distance of shops and other amenities, and is adjacent to a strategic bus route providing services that run regularly into Reading Town Centre and the surrounding area. The proposal will provide a sustainable development which sensitively responds to the opportunities and constraints associated with the site and its surrounding context. The site is currently disused, and the proposed development would make excellent use of previously developed land to deliver much needed housing.

With regard to design considerations, Southampton Street is characterised by terraced houses and townhouses and the proposal therefore helps to extend existing built form. In this context, it is considered that the proposal would satisfactorily complete the settlement pattern without causing any adverse harm to the local area.

In considering constraints, the site is not located within a conservation area and design development can adequately mitigate potential impacts on adjacent heritage assets, flood zones and trees. The site is located in an AQMA, however a moderated level of parking provision, combined with excellent public transport connectivity ensures that the proposals shall not exacerbate pollution levels.

In light of the above, the proposals are considered to be compliant with the relevant Development Plan policies, and with regard to paragraph 14 of the NPPF, any adverse effects of allowing the application proposal would not 'significantly or demonstrably outweigh the benefits'.

The application should be considered in relation to the presumption in favour of sustainable development, as set out in Policy SD1 and Paragraph 14 of the NPPF. Accordingly we consider the proposals to be merited and would advise proceeding directly to full application, particularly given the pre-application work already undertaken.

3.0 SWOT Analysis

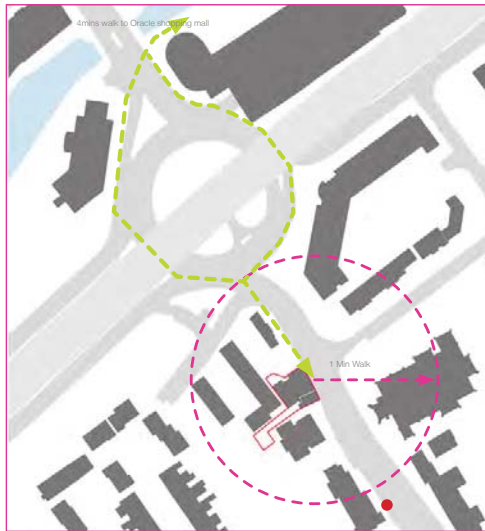
3.1 Existing Site Strengths, Weaknesses, Opportunities and Threats

3.1 Existing Site Strengths, Weakness, Opportunities & Threats

3.1.1 Existing Site Strengths

- Very good transport connections being so close to town centre
- Proximity to local amenities offered by the town centre
- On the fringe of town centre whilst still within a residential area

- Site Boundary
- 40 metres radius
- Pedestrian route to town centre
- Bus Stop

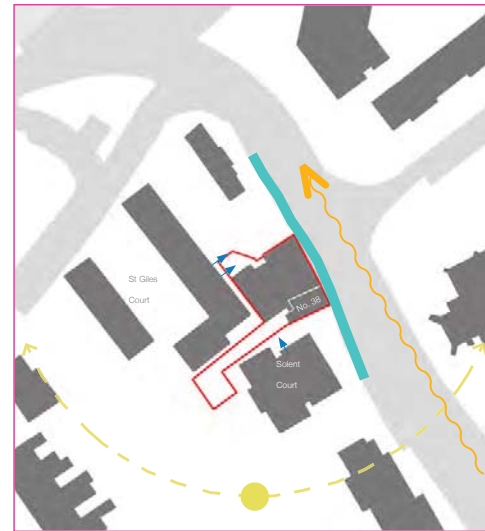


N
Existing Site Strengths

3.1.2 Existing Site Weaknesses & Threats

- Heavy traffic along Southampton Street and A329 flyover generating noise and pollution
- Non-habitable room windows from St Giles court to the rear and kitchen window from Solent court from the side overlooking the site

- Sun Path
- Narrow pedestrian path
- Window Views
- Heavy Traffic

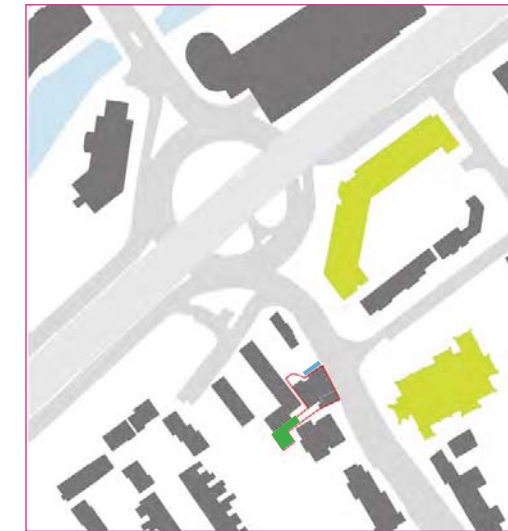


N
Existing Site Weaknesses

3.1.3 Opportunities

- Shared access route allows for main access from the side therefore relieving front façade for apartment
- Additional set back storey is justifiable due to its proximity to the town centre and its close proximity to greater massing such as St Giles Church and Premier Inn.
- Plot of land at rear of site can provide communal garden for residence

- St Giles church and Premier Inn
- Plot of Land towards rear of site
- Shared Access on north side



N
Opportunities

4.0 Design Approach

4.1 Design Approach Strategy

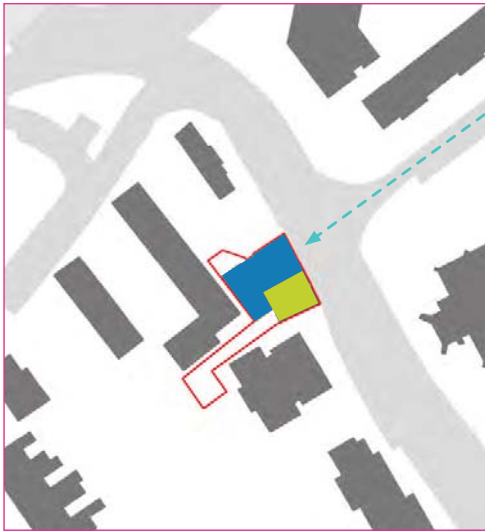
4.1 Design Approach Strategy

4.1.1 Urban Strategy

Overall concept massing as defined by use of material and visual separation:

- Main form at front broken down into two key masses
- Masses differentiated by material and stepped back facade
- Lower mass adjacent to Solent Court to address context

- Main mass
- Stepped back mass
- Focal view



N
Urban Strategy

4.1.2 Access and Layout

The shared access route to the side leads into a gated sheltered space between leading to the core.

This sheltered space accommodates mail, service mains, access to the core and to the cycle storage and communal gardens to the rear.

- Bin store
- Communal Garden
- Bike store
- Proposed mass
- Access

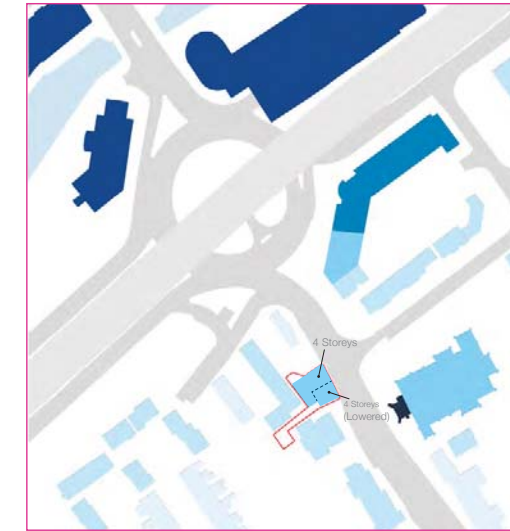


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Access and Layout

4.1.3 Scale

The overall scale of the scheme is in line with the scale of the local buildings which is generally 3-4 storeys. On the approach to the town centre the heights substantially increases to 6- 9 storeys. It therefore justifies for a 4 storey mass along the street frontage to reinforce the street frontage leading into the town centre. This mass will be broken down visually to create a varied street frontage.

- 0m - 6m
- 6m - 9m
- 9m - 12m
- 12m - 15m
- 15m - 18m
- 18m - 21m
- +21m



N
Scale

5.0 Detailed Design Proposals

- 5.1 Massing
- 5.2 Building Arrangement
- 5.3 Area Schedule
- 5.4 Sections
- 5.5 Appearance and Materials
- 5.6 Appropriate precedence
- 5.7 Elevations / Facade Treatment
- 5.8 Contextual Studies
- 5.9 Refuse and Cycle
- 5.10 Amenity Space and Right of Access

5.1 Massing

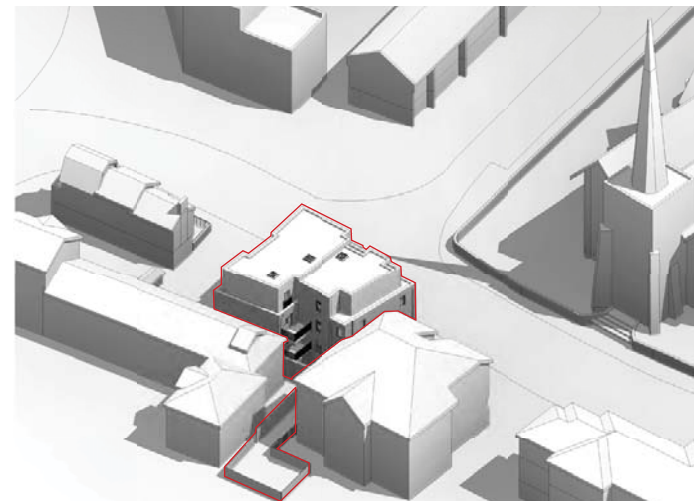
Establishing an appropriate massing for the site has been a delicate process. The bulk of the proposal has had to balance viability against an appropriate massing with its immediate neighbours and locality.

The proposed scheme is broken down into 2 key masses, each defined by material and scale to address the context.

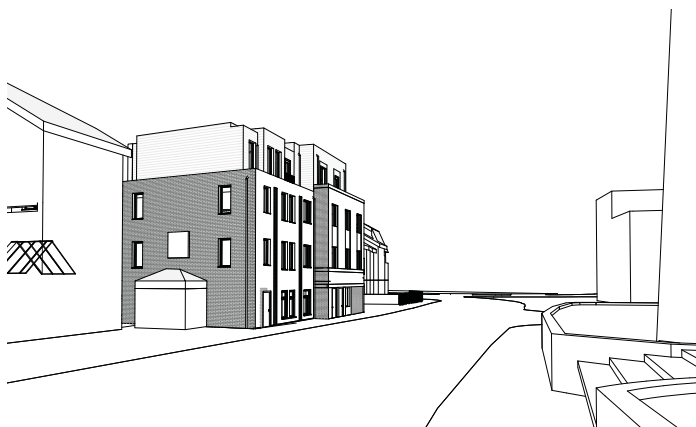
The main mass consists of 3 storeys and a mansard, from ground floor level, which fronts onto Southampton Street. The second mass sits adjacent to the first, differentiated by a stepped-back facade and a roof level lower than that of the main. The mansard acts to break up the top storey and reduce the impact of the scheme on the surrounding context with a differentiation of material and form.



Proposed East Aerial Perspective



Proposed North Aerial Perspective



Proposed View towards Town centre



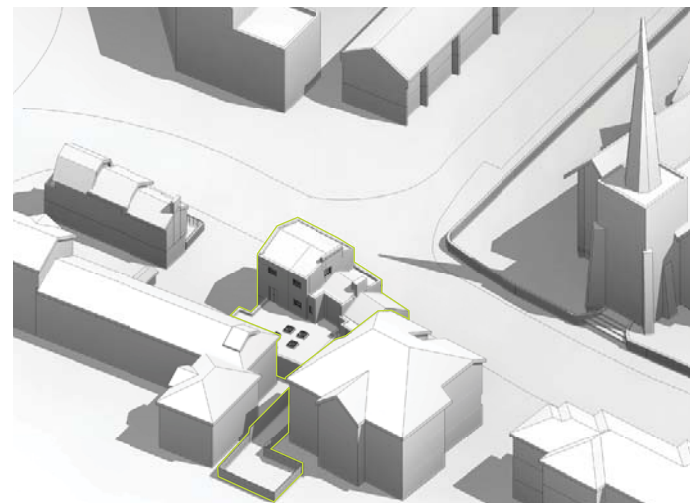
Proposed View towards South

Key

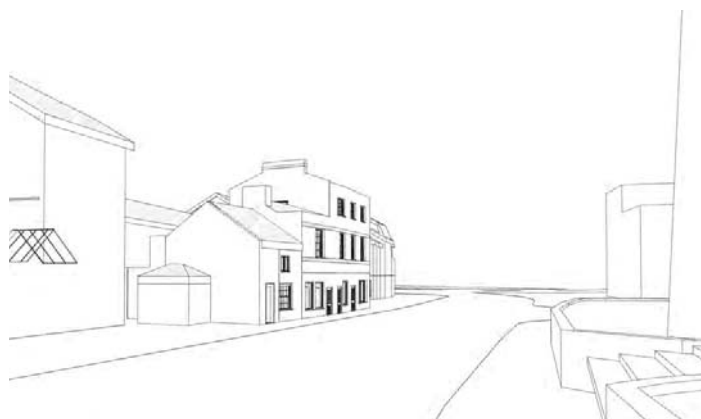
Proposed Development 



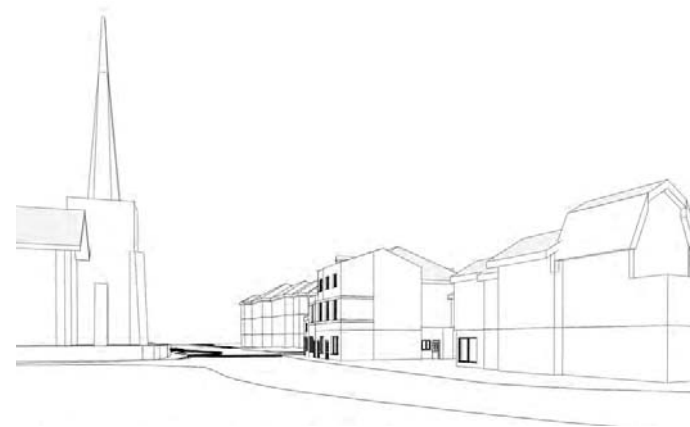
Existing East Aerial Perspective



Existing North Aerial Perspective



Existing View towards Town centre



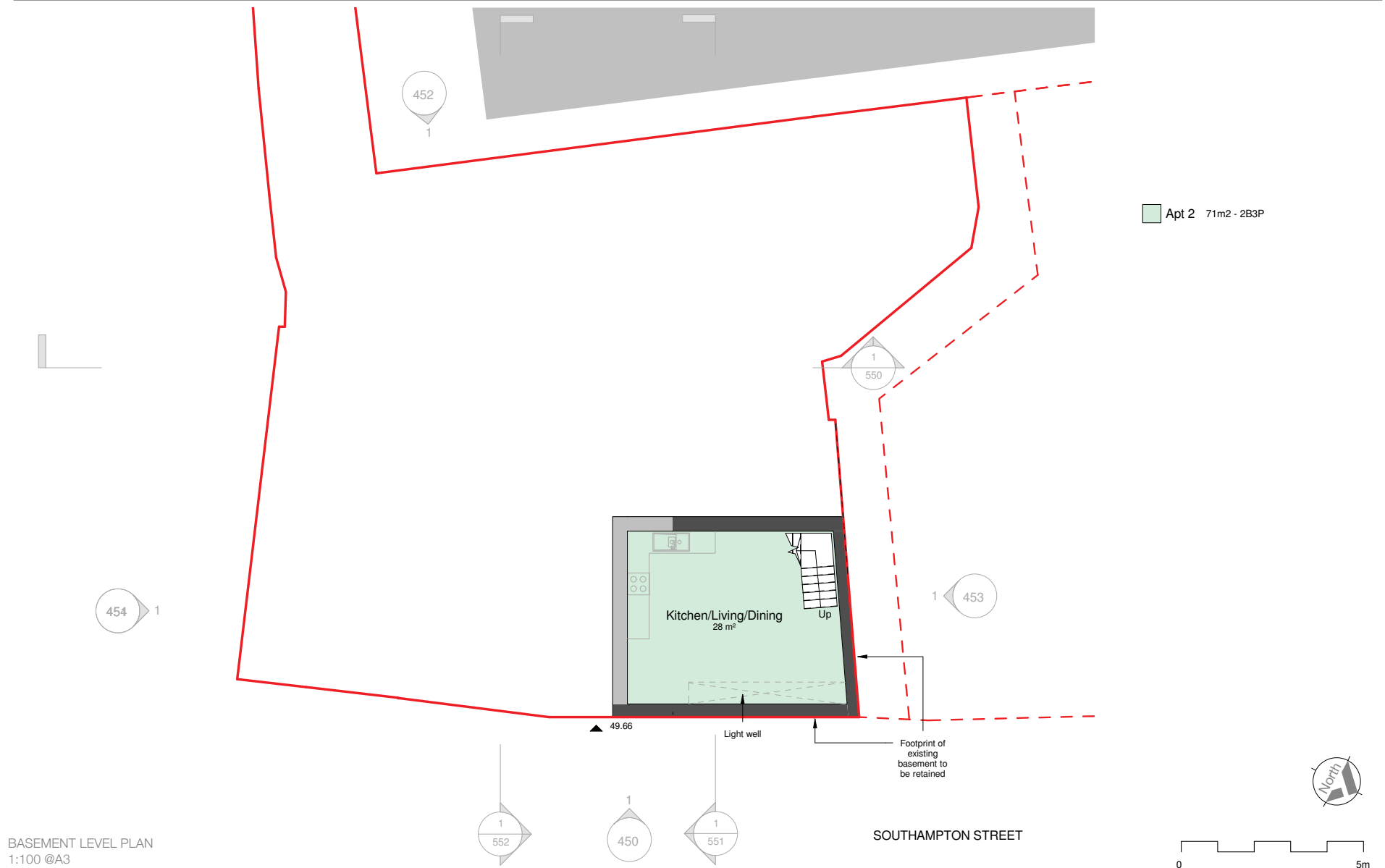
Existing View towards South

Key

Existing Site



5.2 Building Arrangement



BASEMENT LEVEL PLAN
1:100 @A3



On the first floor, the scheme accommodates 2 1B2P flats and a 2B3P flat.

The stair core will have high level obscured glazing which will provide natural light whilst maintaining privacy for the neighbours.

The flat to the rear is set back 10.7m from the kitchen window of Solent court to maintain privacy for both residents.

FIRST FLOOR PLAN
1:100 @A3

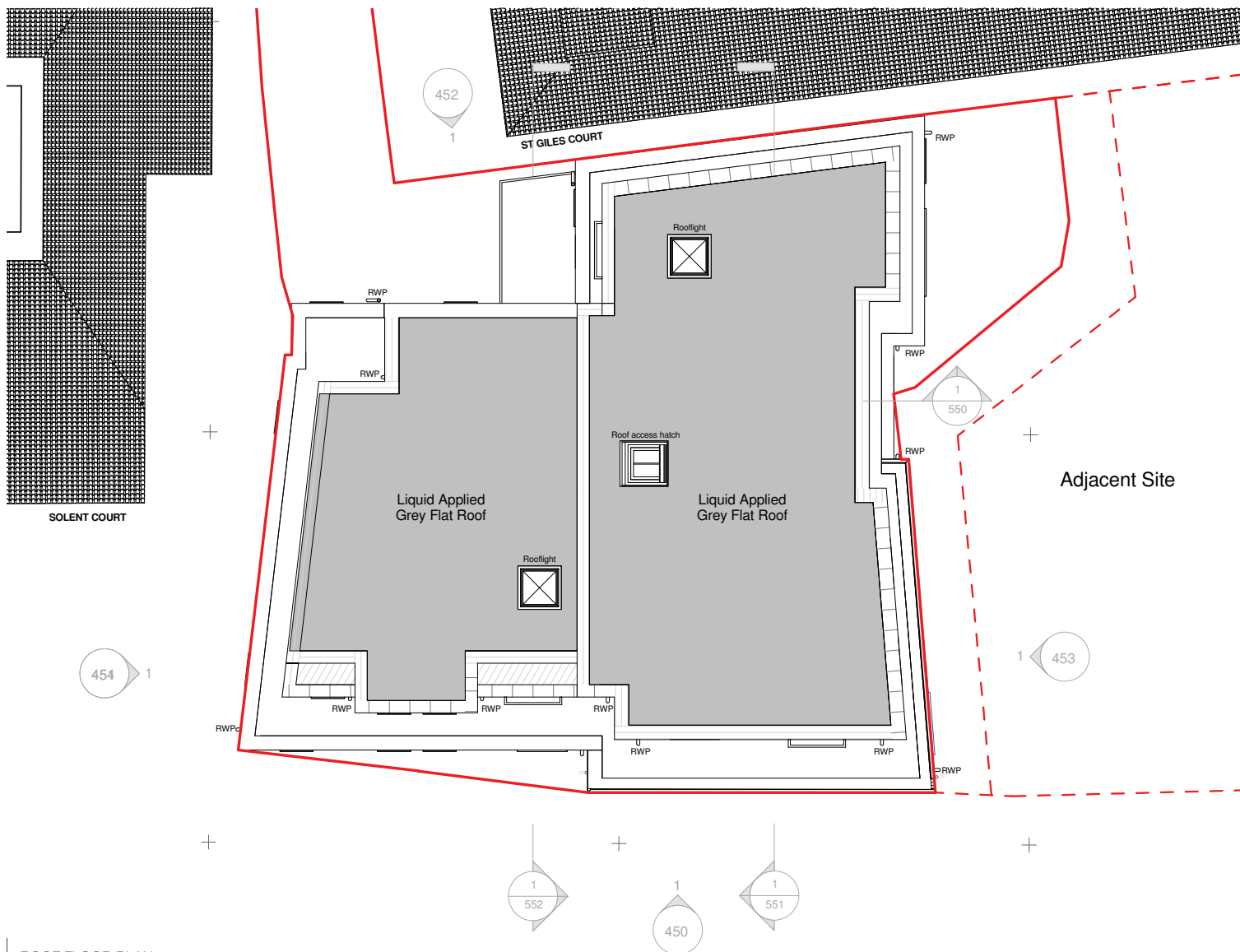
Red Lion Public House – Design and Access Statement
3717 - Design and Access Statement – Dec 2017
File Location: J:\3717\Graphical Design\Presentations\D&A





The third floor accommodates 3 studio flats recessed from the parapet to reduce mass from street frontage.

THIRD FLOOR PLAN
1:100 @A3



ROOF FLOOR PLAN
1:100 @A3

5.3 Area Schedules

Area Schedule (GIA)		
Apartment number	Type	Area
Apt 1	1B2P Flat	57 m ²
Apt 2	2B3P Flat	71 m ²
Apt 3	1B2P Flat	53 m ²
Apt 4	2B3P Flat	61 m ²
Apt 5	1B2P Flat	54 m ²
Apt 6	1B2P Flat	53 m ²
Apt 7	2B3P Flat	61 m ²
Apt 8	1B2P Flat	54 m ²
Apt 9	1B2P Flat	53 m ²
Apt 10	Studio	41 m ²
Apt 11	Studio	42 m ²
Apt 12	Studio	41 m ²
Communal Ground		31 m ²
Communal Level 1		18 m ²
Communal Level 2		18 m ²
Communal Level 3		18 m ²

TOTAL NUMBER OF FLATS : 12 UNITS

03 x 2B3P FLAT
06 x 1B2P FLAT
03 x STUDIO

Private external amenity space is provided for three apartments in the form of balconies and gardens.

Furthermore, the communal garden provides approx. 80sqm of external amenity space for the residents.

Existing GIA Plans



Existing GIA	
Name	Area

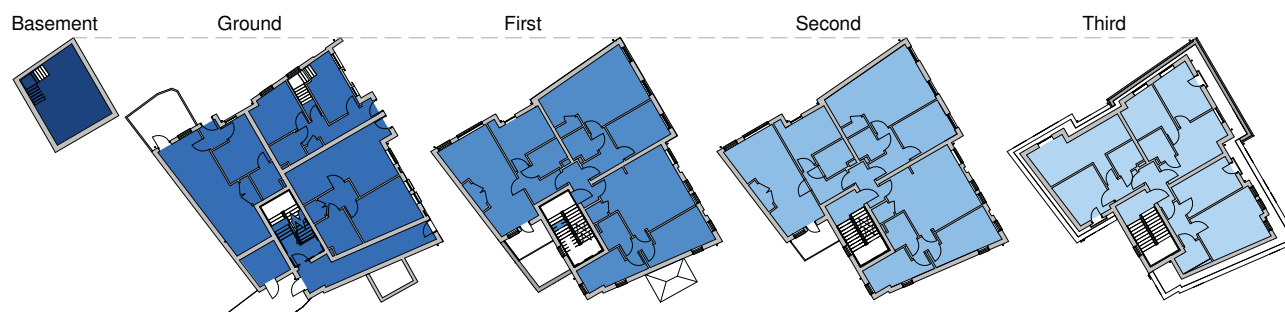
-01 Basement	34 m ²
00 Ground	200 m ²
01 First	108 m ²
02 Second	53 m ²
Grand total	395 m ²

Proposed GIA	
Name	Area

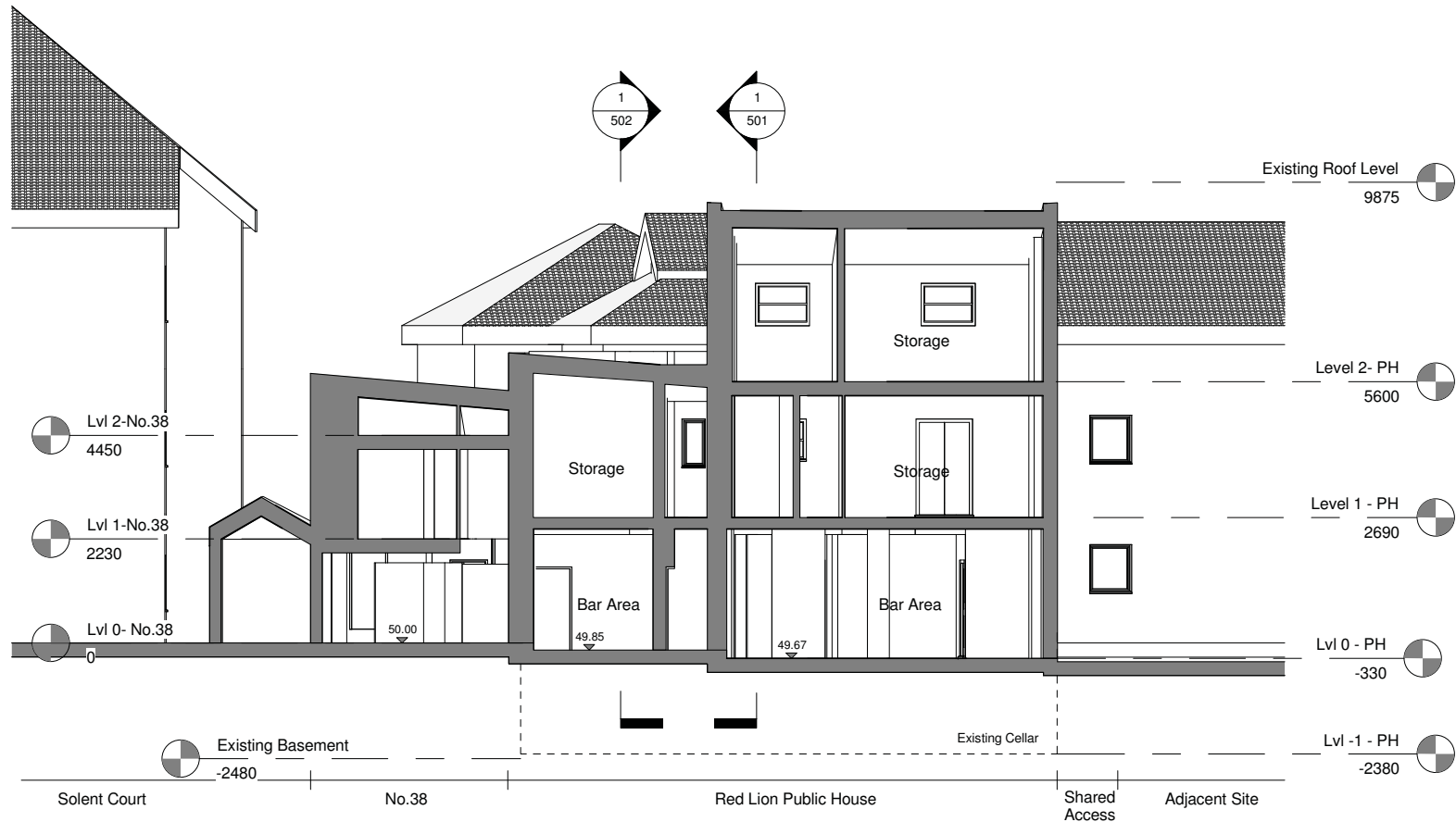
-01 Basement	27 m ²
00 Ground	204 m ²
01 First	193 m ²
02 Second	193 m ²
03 Third	146 m ²
Grand total	764 m ²

Area change: + 369 m²

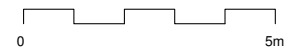
Proposed GIA Plans

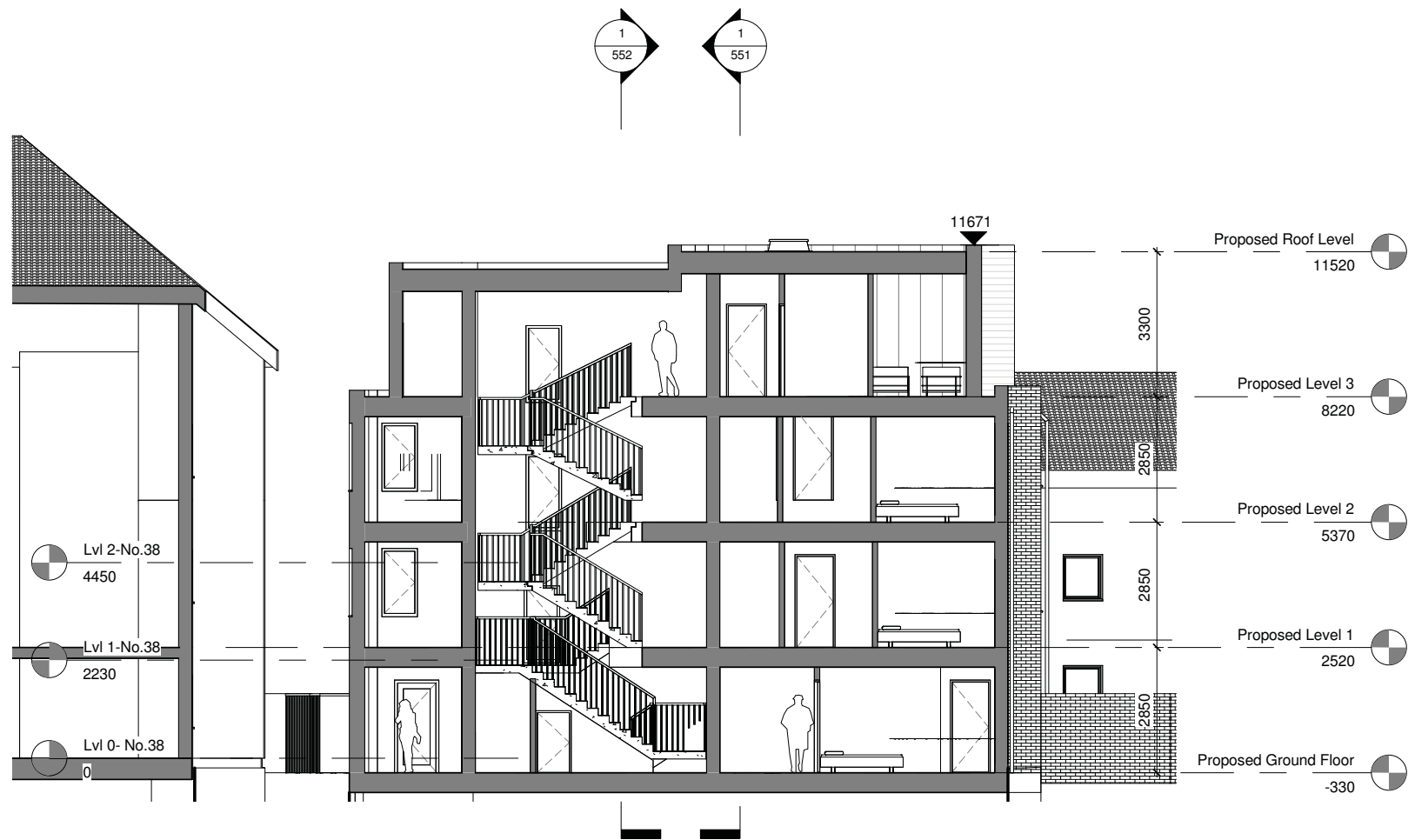


5.4 Sections

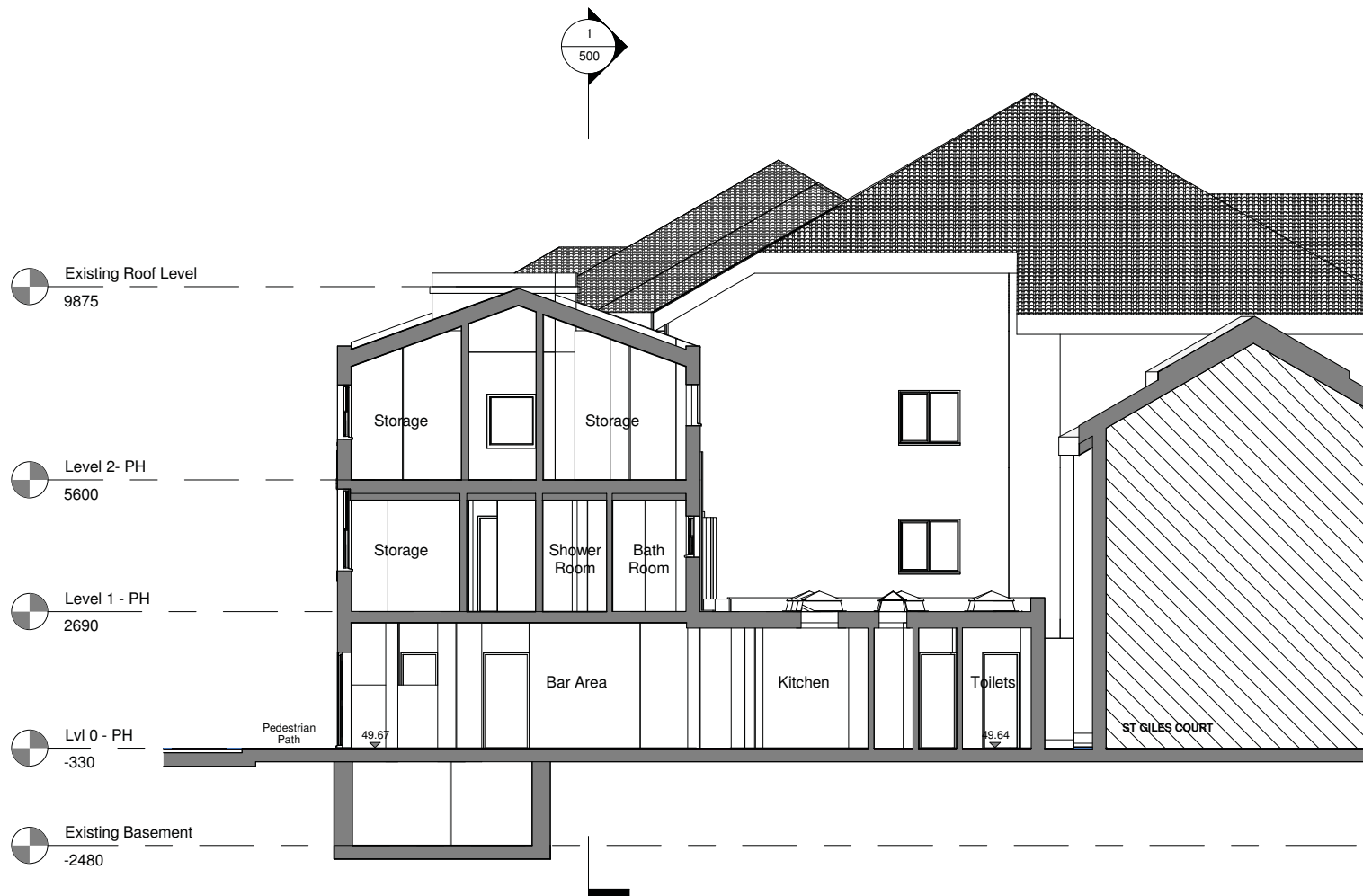


AS EXISTING LONG SECTION AA
1:100 @A3

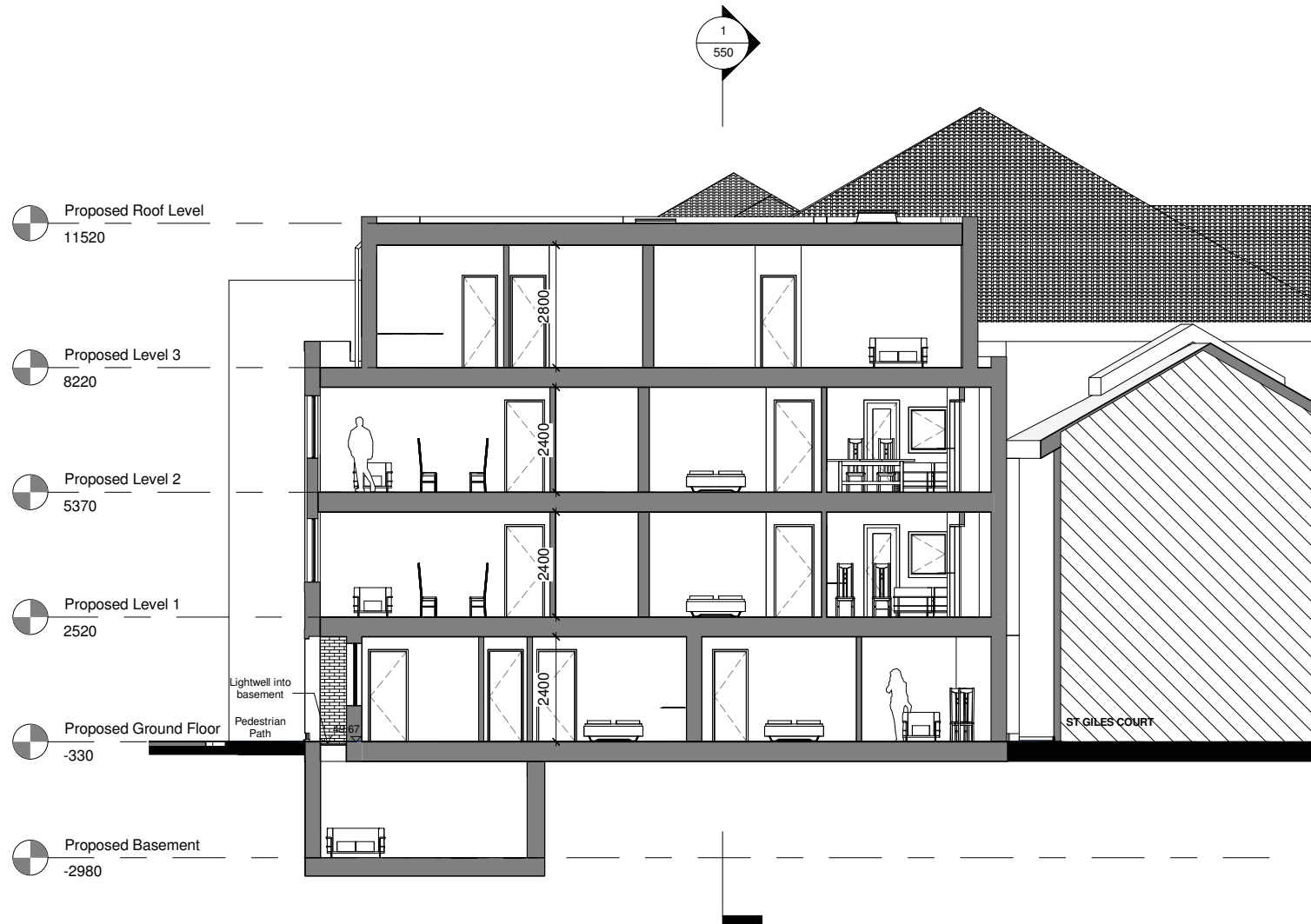




AS PROPOSED LONG SECTION AA
1:100 @A3



AS EXISTING SHORT SECTION BB
1:100 @A3



AS PROPOSED SHORT SECTION BB
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