

Green Park Village | Marketing Suite | Design & Access Statement

Reading, Berkshire

Design and Access Statement



Revisions:

-	November 2018	First Issue
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Disclaimer

This document has been produced by Broadway Malyan on behalf of Berkeley Homes Western for the proposal of a Marketing Suite on the site of Green Park Village, Reading.

This document is not to be used by third parties and is intended solely as a Design & Access Statement for the above site.

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Introduction

This Design & Access Statement has been prepared in support of the detailed planning application for the temporary Marketing Suite of the Green Park Village development in Reading on behalf of St. Edward (the applicant).

This Design and Access Statement should be read in conjunction with the supporting application documents and drawings. The contents are based on the CABE guidance 'Design and access statements: How to write, read and use them'.

In summary, the Statement:

- Assesses the context of the site
- Explains how the proposal relates to the use, amount, layout, scale, massing, appearance, landscape and access of the development

Introduction

Green Park Village Marketing Suite

In summary, the Planning Application consists of a single temporary single storey office building, associated car parking and landscaping.

The Application focuses on an area within Phase 1C (Application Reference: 171121) of the outline consent reference 10/01461/OUT granted on 1st July 2011. Please refer to the phasing plan below.



Phasing Plan



Approved outline master plan.

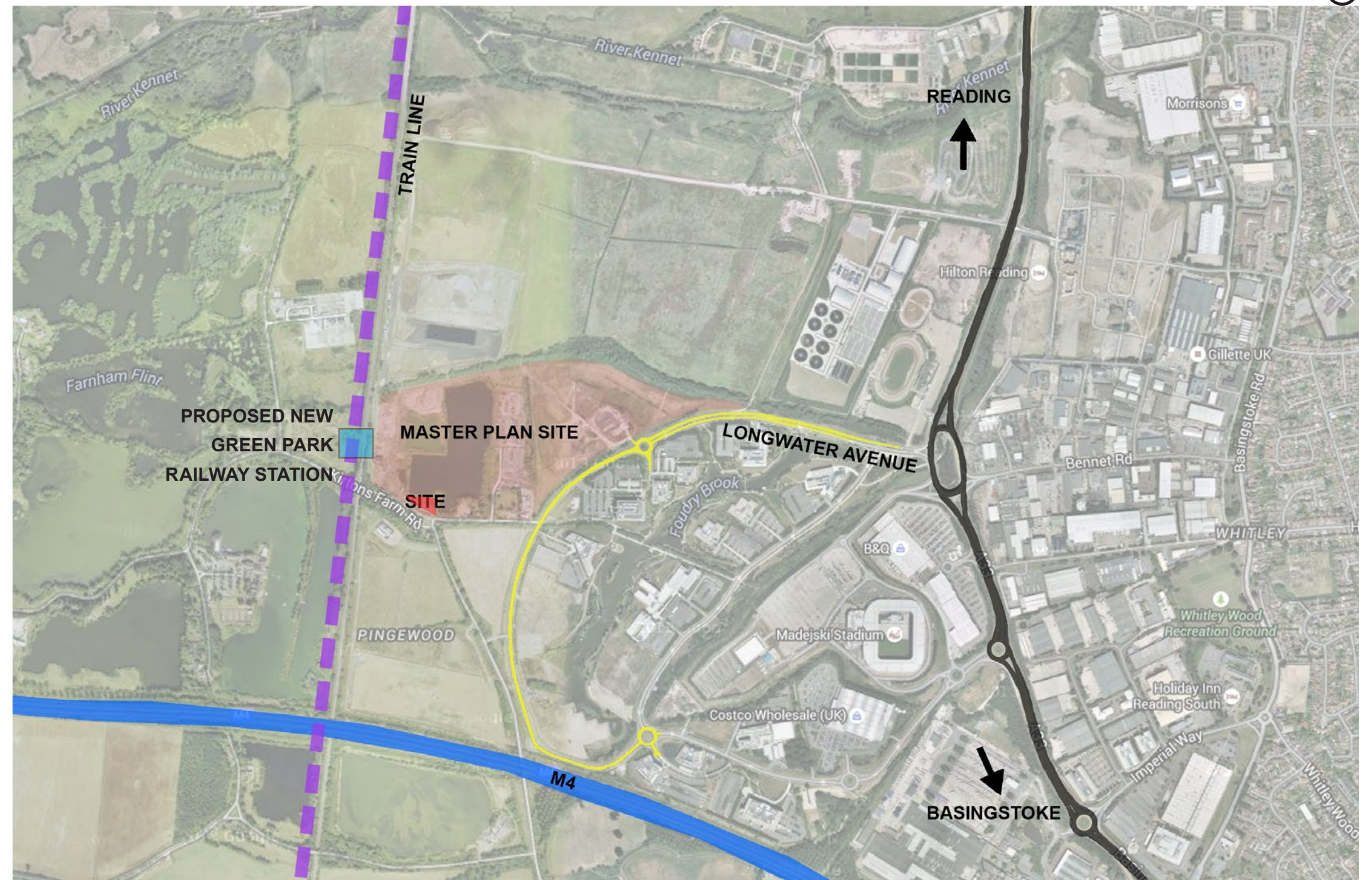
The Site

Green Park Village Marketing Suite

The site is located within Phase 1C on the Southern boundary of the wider Green Park Village site. This area was included within the approved outline master plan for Green Park Village in 2011. The application seeks to use a small section of this phase to the south west of the masterplan site.

The site benefits from being positioned along the main vehicular, pedestrian and public transport route connecting the east of the Green Park Village development with the west.

The Green Park Village scheme is bounded to the South by the main access road to the proposed transport interchange and railway station to the West. Longwater Avenue is easily accessed by car, on foot and via a regular bus which runs from Green Park into the centre of Reading. The site also benefits from easy access to the M4 motorway.



Wider site Context

Use

Green Park Village Marketing Suite

Marketing Suite

This proposal is for the erection of a temporary single storey building to house a marketing suite to be used for the sales and marketing of the Green Park Village Phase 6 residential development (Application Nos 6A-171019 & 6B-171017).



Green Park Village Phase 6 Site Plan

Amount

Green Park Village Marketing Suite

The proposals are for a single-storey building.

This will provide the following accommodation:

- Sales office
- 2x Meeting room
- Staff Kitchen
- Disabled WC
- PPE Store
- Demonstration Apartment

The building's size mainly relates to its required accommodation but it also allows for the building to have sufficient scale to act as a marker point, signalling the access into the Phase 6 development site.



Layout

Green Park Village Marketing Suite

The proposed Marketing Suite faces north/south and is located so that it takes full advantage of the views both of the lake and of the ongoing construction of the Phase 6 residential development which it is intended to serve.

Acting as a demonstration suite for prospective purchasers, the internal layout is designed so that all key sales spaces face towards the lake and the new development. Kitchen, WC and Personal Protective Equipment (PPE) stores are located on the opposite side of the building. This allows for a structured customer journey and sales experience, from arrival to departure.



Site Analysis



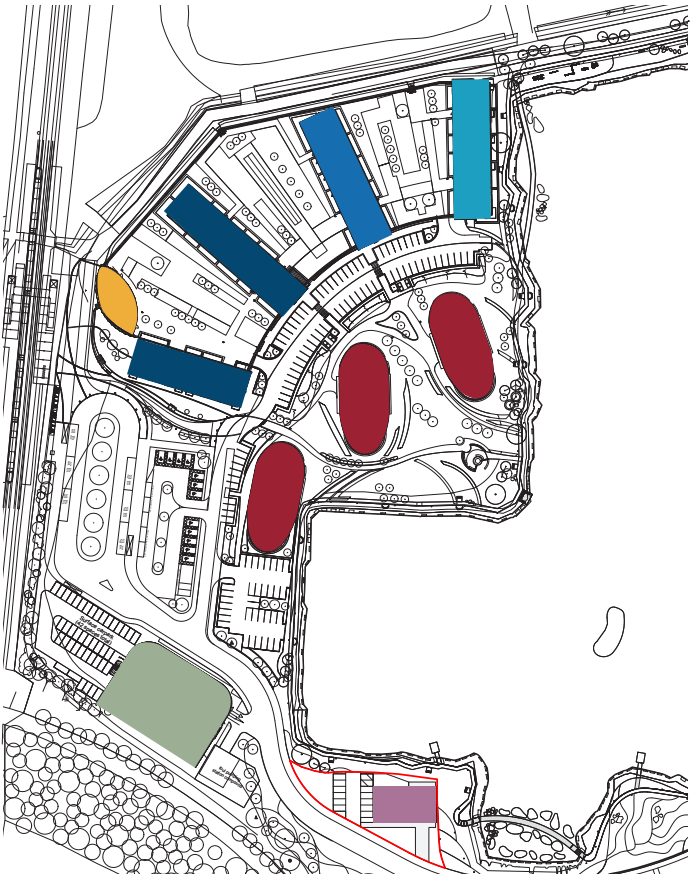
Proposed Site Plan

Scale

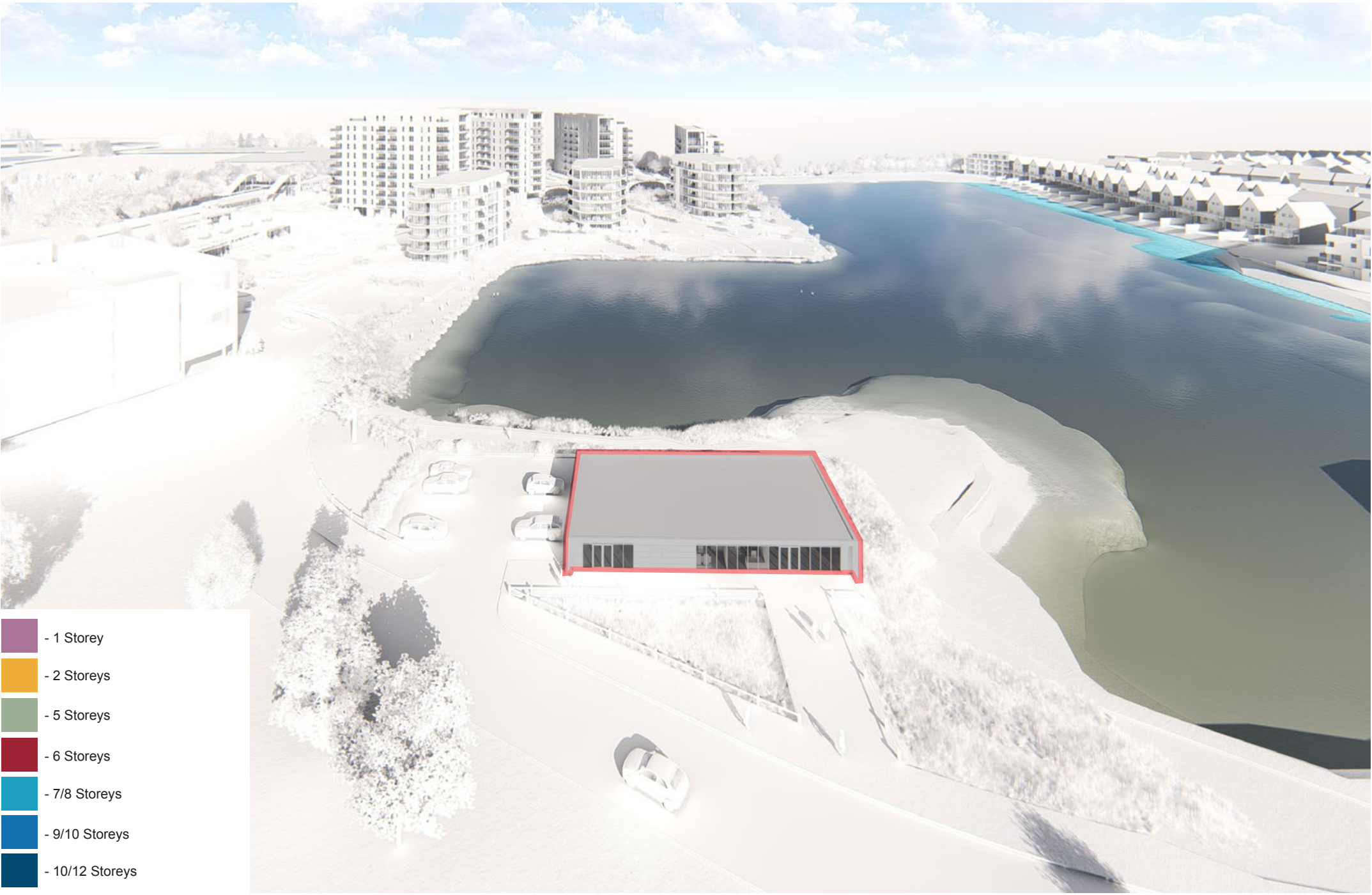
Green Park Village Marketing Suite

The proposed temporary building is single storey minimising its visual impact on the site. It is intended to provide a sales window and marker point for the entrance to the Green Park Village Phase 6 residential development site.

The building is designed so that it will be clear and visible on approach from Flagstaff Road through the use of clear signage and wayfinding. When viewed from across the lake at the northern end of the site, its low scale and simple massing allows for it to comfortably merge into the surrounding landscape..



Local Context Proposed Storey Heights Plan



3D Local Context Massing View

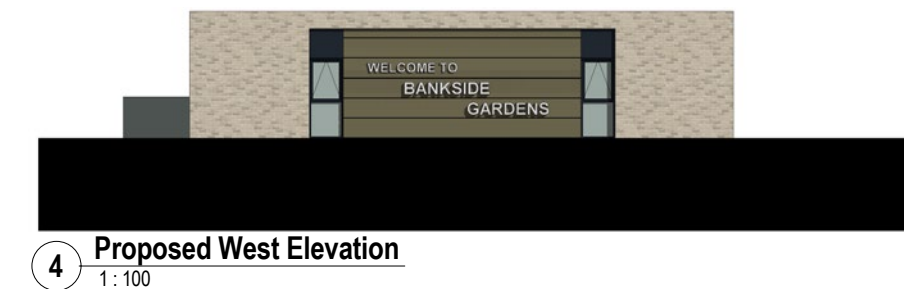
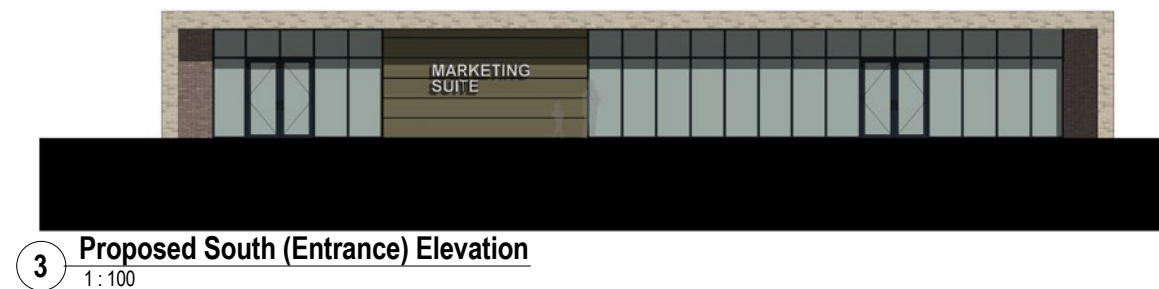
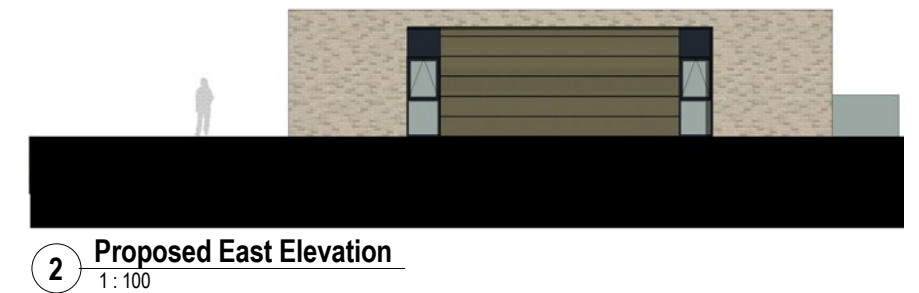
Appearance

Green Park Village Marketing Suite

The proposed design links to the architectural style established and approved in the applications for Phase 6A & 6B for which the marketing suite will serve.

The proposed materials have also been chosen to match those approved. A light buff multi-stock brick contrasted with a darker brown multi-stock brick are used as on the Radial and Pavilion blocks within Phase 6. Bronze infill panels set between full height curtain wall glazing panels are also used, continuing the relationship to the palette of materials used on Phase 6.

The combination of high quality, low maintenance materials used in a way which supports the wider architectural language of the proposed Phase 6 scheme allows for the building to positively act as a sample board for prospective purchasers visiting the development.



Landscape

Green Park Village Marketing Suite

The surrounding area will be landscaped appropriately to match the approved Phase 3C lake edge proposal. On removal of the temporary building, the existing landscape, where possible and practical, will be re-purposed into the consented design when the marketing suite is removed.

Access

Green Park Village Marketing Suite

Access

Level access will be provided to the proposed building as can be seen on the site plan opposite allowing for disabled access.

Access is led directly from the pavement along Flagstaff Road and from the adjoining car park and shall allow for convenient and legible pedestrian access to the building.

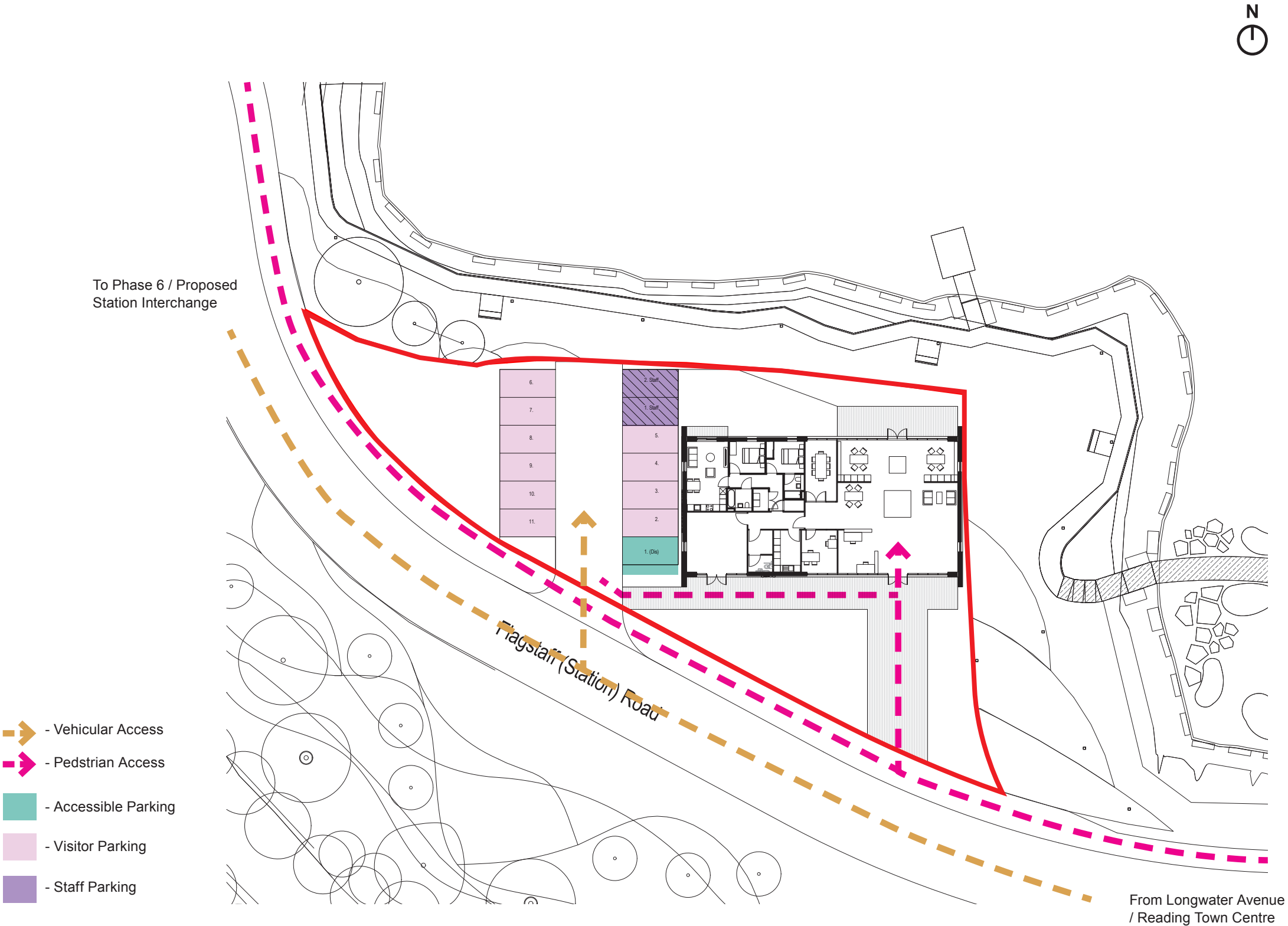
A local bus route serving Green Park which stops nearby, also allows easy access to and from Reading Town Centre and beyond via the mainline railway station.

Parking

Parking for 13 cars (including 1x disabled space and 2x staff spaces) for the proposed marketing suite will be situated within the car parking area that is located directly adjacent to the proposed building.

As can be seen on the Site Plan opposite, the proposed car park area is accessed directly off of Flagstaff Road.

On the removal of the marketing suite, the area shall be developed into the approved Phase 1C usage.



Conclusion

Green Park Village Marketing Suite

The design for the proposed Marketing Suite has evolved and been refined and builds upon the design principles established in the consented Phase 6 applications and the parameters set out in the outline consent.

A collaborative approach, led and co-ordinated by the applicant, St. Edward Homes has produced a design which will provide a temporary marketing suite which will serve a key role in the delivery of new homes in the borough, served under the planning consents for Phase 6.

The proposed building will act as a quality benchmark for the Phase 6 development, building upon the success of the consented marketing suite serving Phase 1-5. Ultimately, it will provide a key location for potential buyers to visit, receive demonstration of and consider living in the new residential community being delivered within Phase 6 at Green Park Village.

We submit this Application on behalf of St. Edward Homes to Reading Borough Council for consideration of Full Planning Consent.



