

2.0 Assessment & Analysis

2.5 Connectivity



- Primary Roads
- Secondary Roads
- Bus Stops

01: Location Plan - Infrastructure network

2.0 Assessment & Analysis

2.6 Existing Site Photographs



00: Image Key



01:



02:



03:



04:



05:

Mercedes-Benz, Reading

3.0 Design Proposal

3.1 The Brief

3.2 Existing Site

3.3 Proposed Site Plan

3.4 Proposed Floor Plans

3.5 Proposed Sections

3.6 Proposed Elevations

3.0 Design Proposal

3.1 The Brief

01: Site

The development site is the existing Mercedes-Benz showroom on Richfield Avenue, Reading RG1 8EQ.

02: Client

Vertu Motors PLC was formed in 2006 and, operates a number of premium franchise dealerships. The business has now grown to become one of the largest automotive retails brands in the UK.

Vertu Motors PLC are committed to improving, the customer experience, the welfare of their staff, and to provide new jobs and sustain the motor retail heritage of this site.

03: Development

The main aim of this development is to enhance the existing facilities by carrying out internal and external works that bring the site up to the current standards for Motor Retail premises.

The development will see the extension of the existing Mercedes-Benz showroom with two smaller buildings erected purely for valet and MOT services. Along with the associated site works and improvements this development will provide customers with a greater range of services and an enhanced retail experience.

04: Design

The redevelopment has gone through a rigorous design process with Vertu Motors Plc. Daimler Group, McBains and other specialist consultants, to present a facility that represents the Vertu and the Mercedes-Benz brand and enhanced customer and employee experience.



Photographs of site - Area of development

3.0 Design Proposal

3.1 The Brief

Our brief from Vertu Motors and the continued design development has focused upon the following key design parameters -

- Improving the customer journey, both inside the showroom and through the site.
- Implement the new Mercedes-Benz retail concept
- Improve the road frontage of the Mercedes-benz brand.
- Provide accomodation for the brand to grow.
- Improve the site layout to enable greater storage, display and servicing capacity as well as providing delivery access.

To display the brand best possible manner and provide acomodation that will enable to business to grow, a minor extension is proposed to the North and East flanks of the existing showroom.

Prior to works commencing on the main site build a separate demolition phase will take place. This demolition is subject to a separate application. Ref: PP-06538328

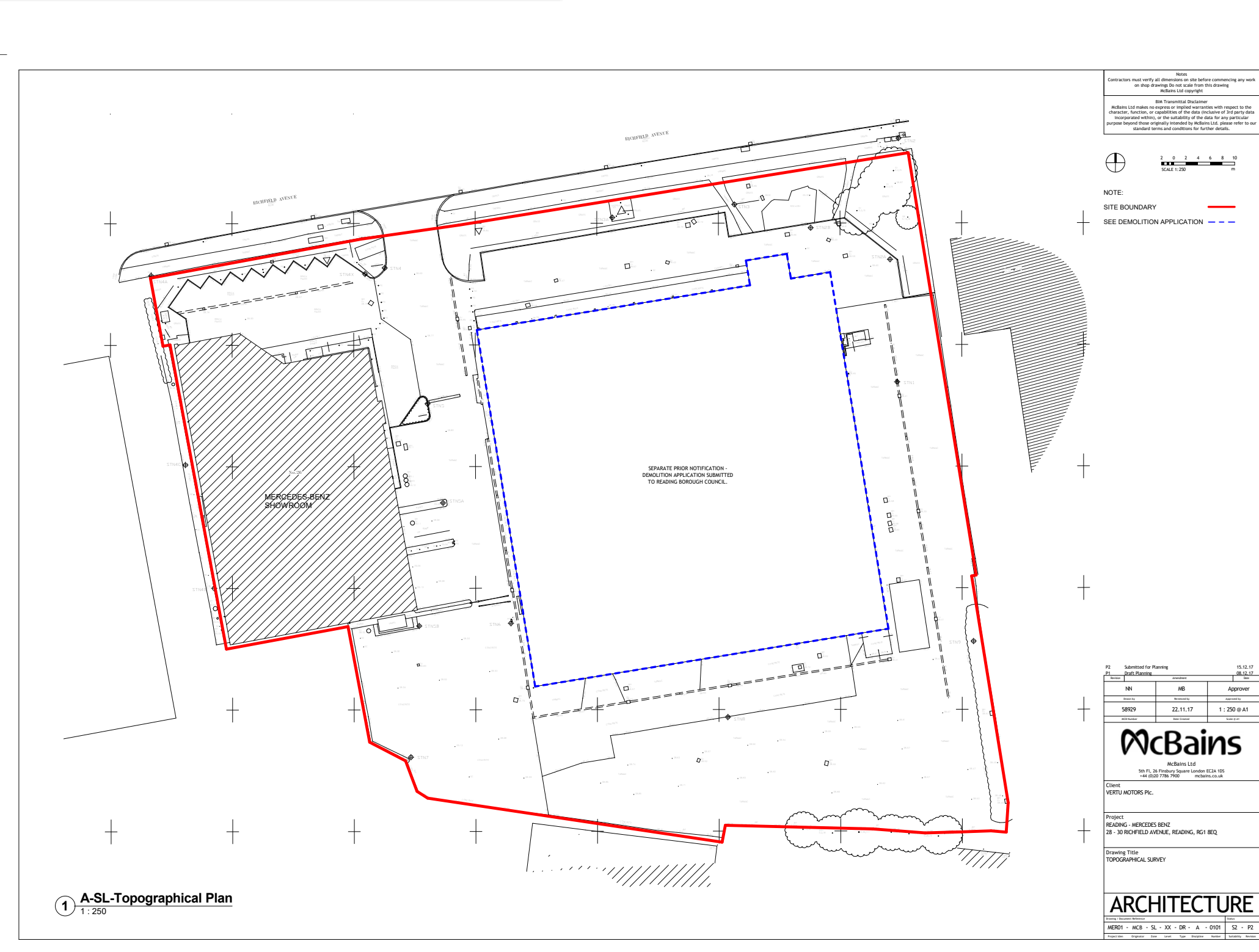


CGI View

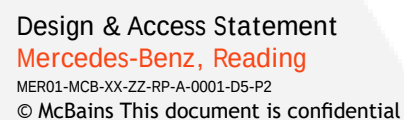
3.0 Design Proposal

3.2 Existing Site

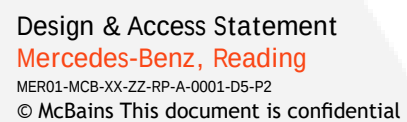
Site Boundary



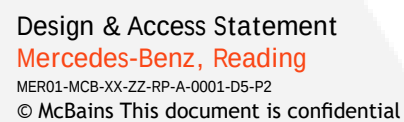
Ground Floor



First Floor

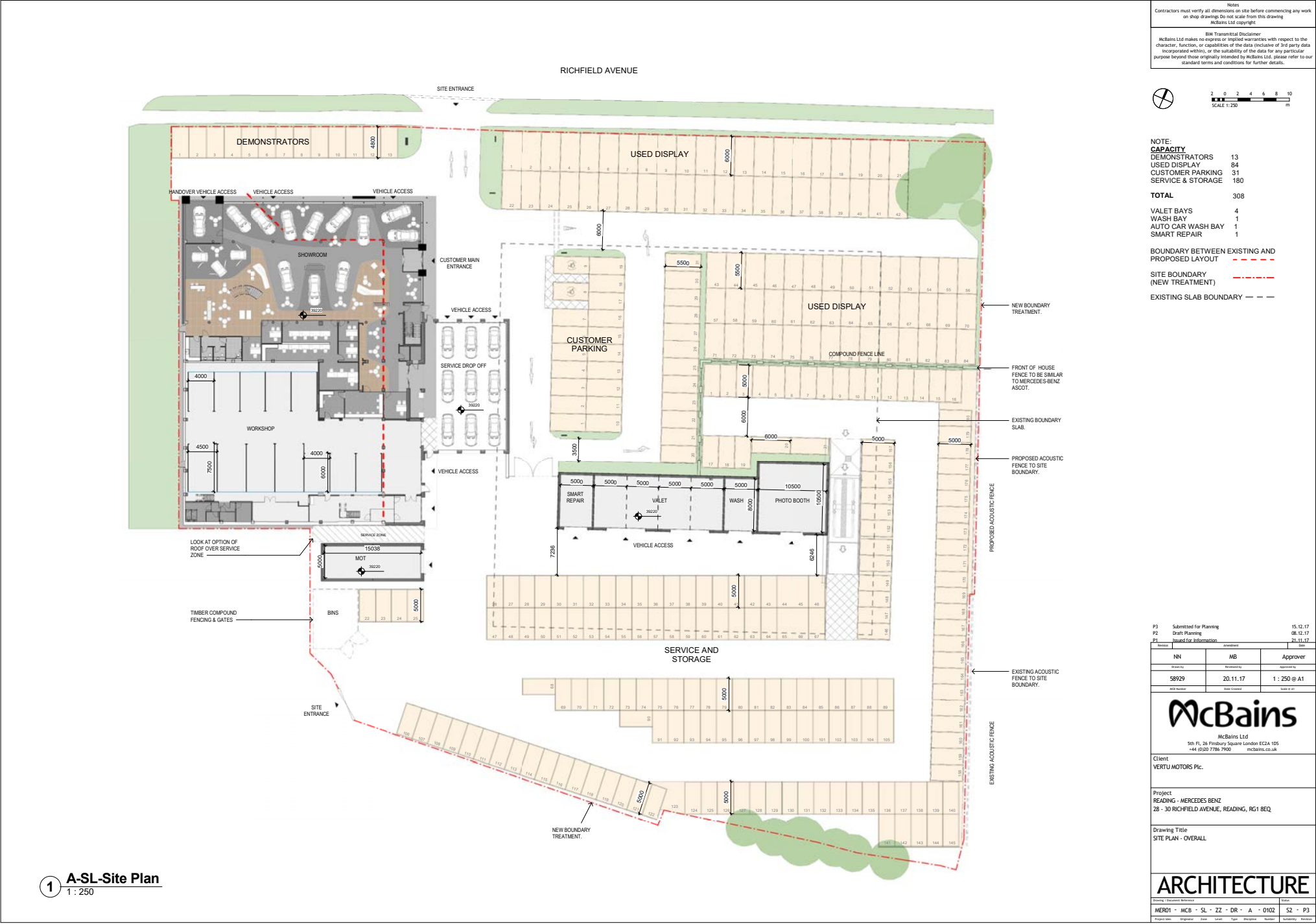


3.4 Existing Elevations

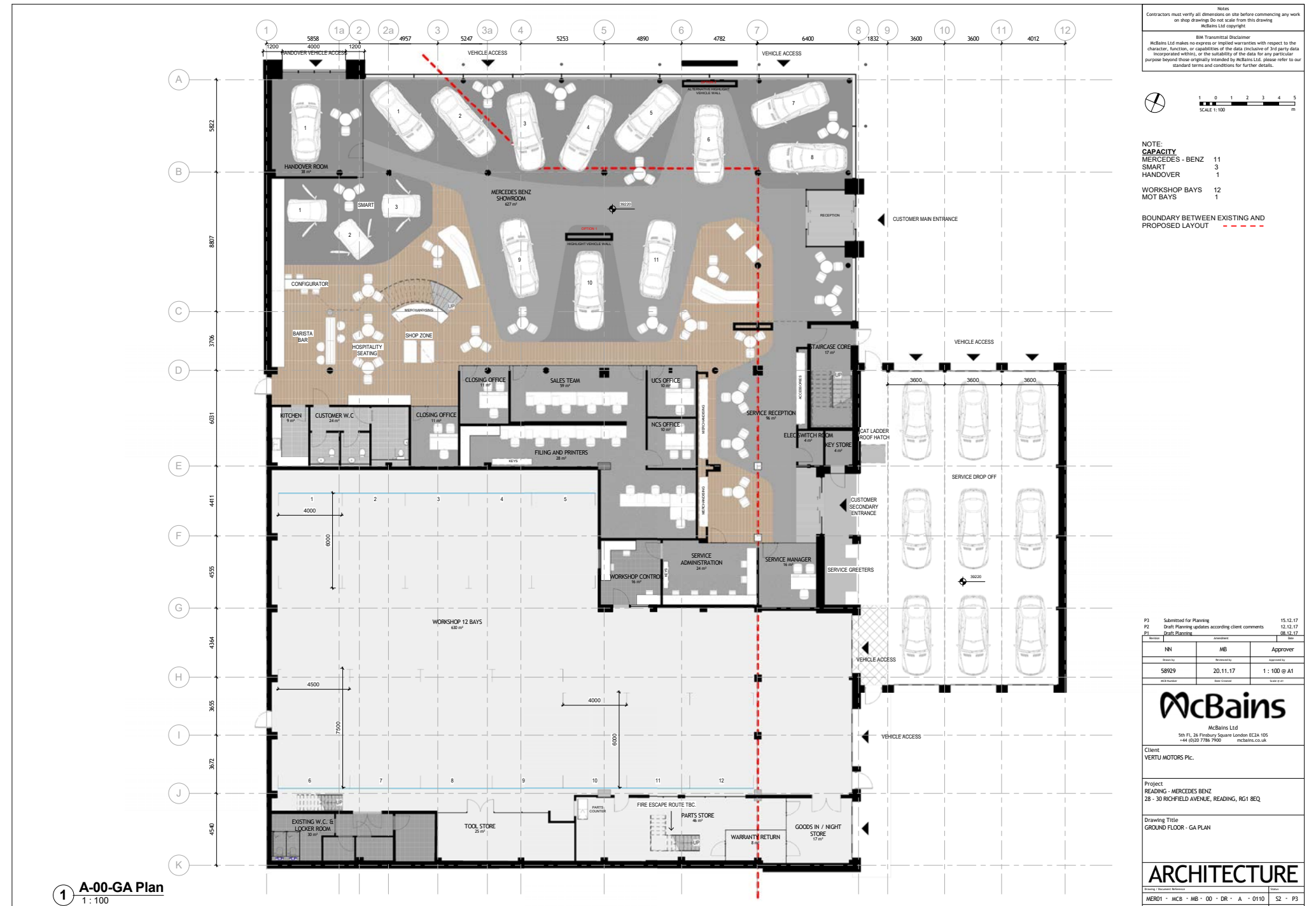


3.0 Design Proposal

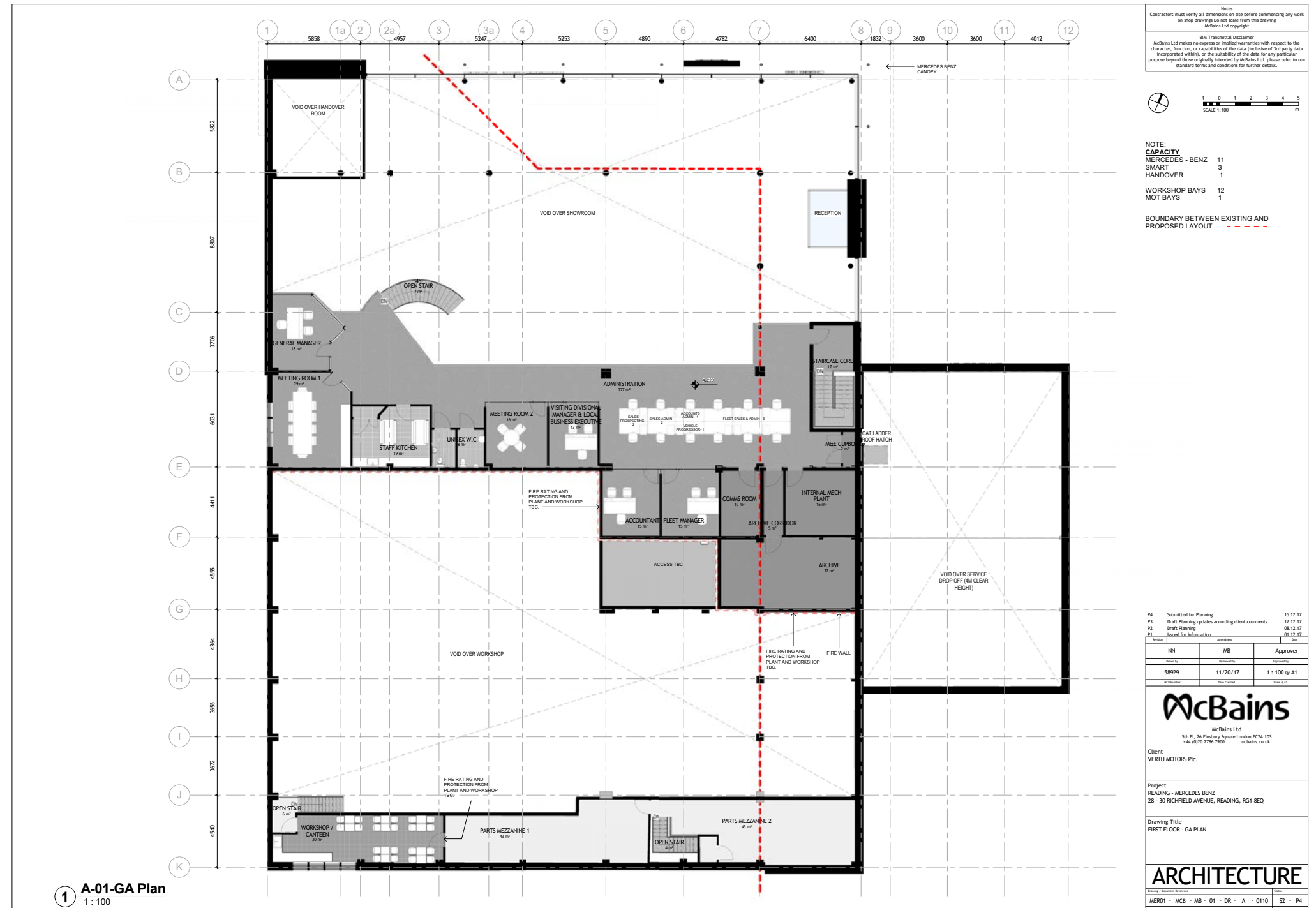
3.5 Proposed Site Plan



Ground Floor



First Floor



3.0 Design Proposal

3.7 Proposed Elevations

