

# WE ARE

AYRE  
CHAMBERLAIN  
GAUNT

Aspen House, Kings Road, Reading

2017  
Elevational Application  
Supporting Statement\_Rev B

Our ref **252**  
Applicant **Titan Property Developments**

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# 01 INTRODUCTION

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# EXECUTIVE SUMMARY



01 Site aerial view. Red line indicates site boundary.

## INTRODUCTION

This document has been prepared on behalf of Titan Property Developments in support of an Elevational Application to the existing Aspen House office building located at 300 Kings Road, Reading.

The proposal is submitted following the PD application to convert the existing office building [B1(a)] to residential [C3], providing 78 flats (ref: 170512).

# KEY PROJECT INFORMATION



02 View looking towards Aspen house from Kings Road.

**KEY PROJECT INFORMATION**

Site Address:  
Aspen House, 300 King's Rd, Reading RG1 4HP

Site Area:  
0.34 ha

Client:  
Titan Property Developments

Architect:  
Ayre Chamberlain Gaunt

Planning Consultant:  
Liz Garvey, Freeths LLP

# 02 SITE

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# SITE LOCATION



03 Proposed North elevation.

## CONTEXT

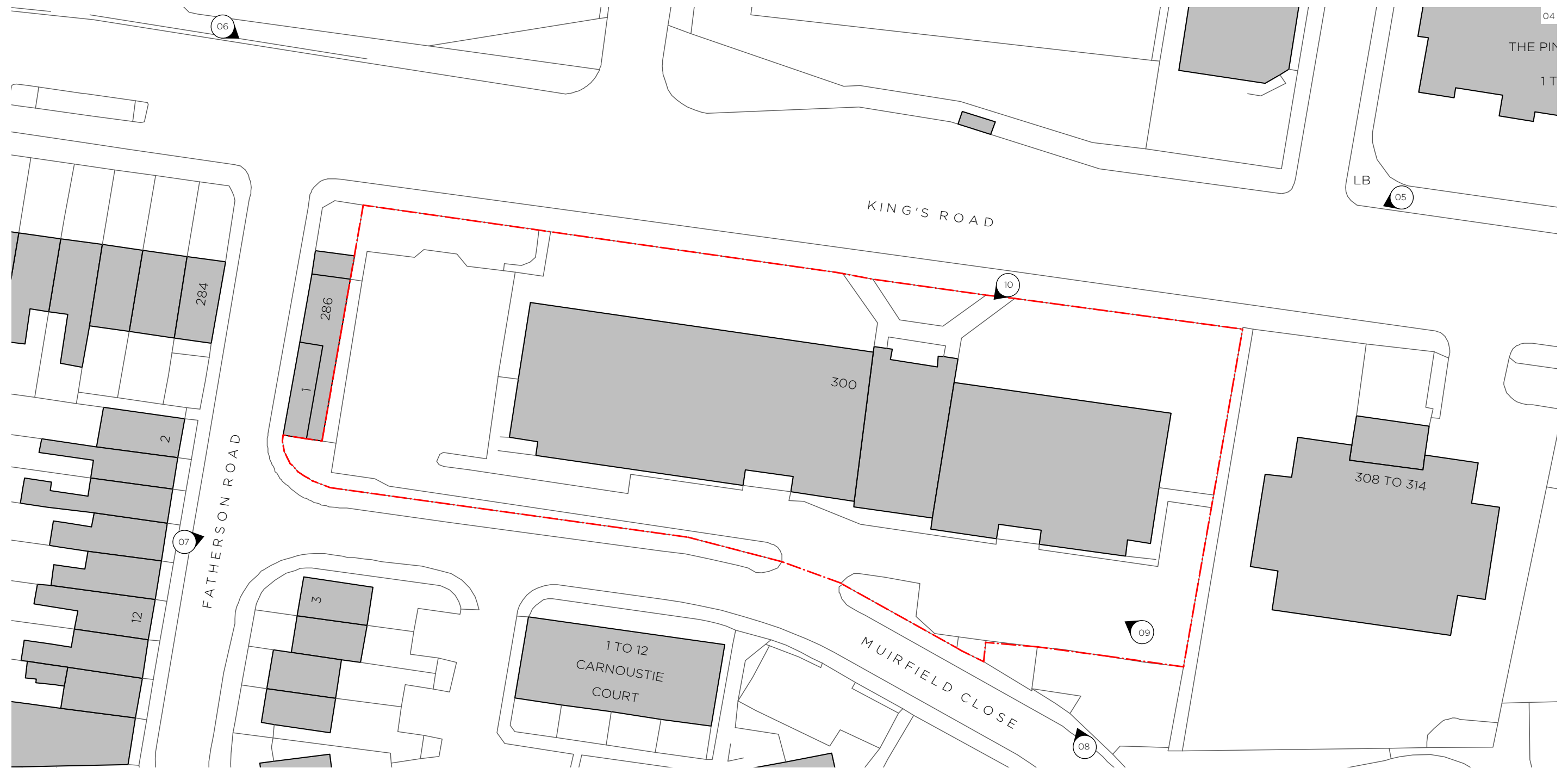
Aspen House is located at 300 King's Road, Reading, opposite Reading College. The site is within half an hour walking distance from the Oracle, Broad Street and Reading Town Centre. It also offers a 40-50 minute commute to London Paddington via Reading train station.

## STATEMENT SUMMARY

The following points provide a summary of the design proposal. These points will be expanded upon throughout the document using diagrams and figures where appropriate:

- The proposal provides an aesthetic improvement to the current building form, which is currently sluggish and overbearing.
- The proposal simplifies the fragmented stepped massing of the central core element. The proposed ridge height of the central core references that of the existing parapet.
- The proposed design is minimal in terms of its approach, establishing a development that proportionally reflects its new residential use.
- The materiality of the proposed alteration is complimentary to the existing building materials, some of which are to be retained.
- The existing building has an aspect to all sides, therefore, the proposal will not introduce any new overlooking or privacy issues.
- Creating accommodation at ground floor level will bring the benefit of active frontage, providing interest and passive surveillance.
- The proposal will enable the delivery of much needed accommodation in a highly accessible and sustainable location in the centre of Reading.

## EXISTING SITE PHOTOGRAPHS



05 Locations of existing site photographs. Red line indicates site boundary.

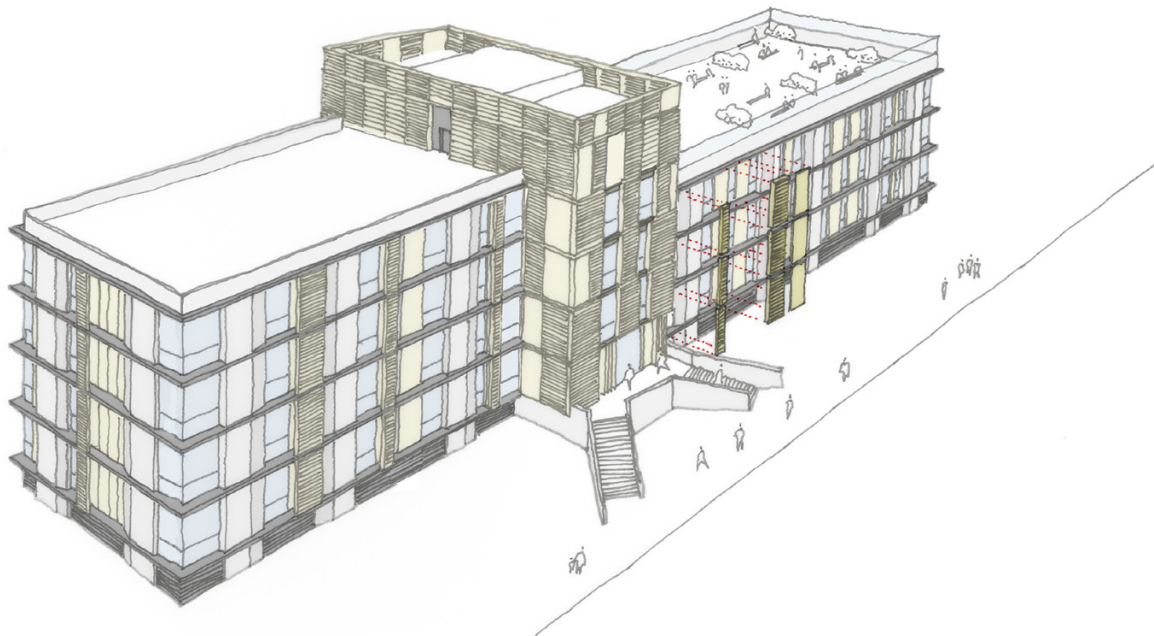
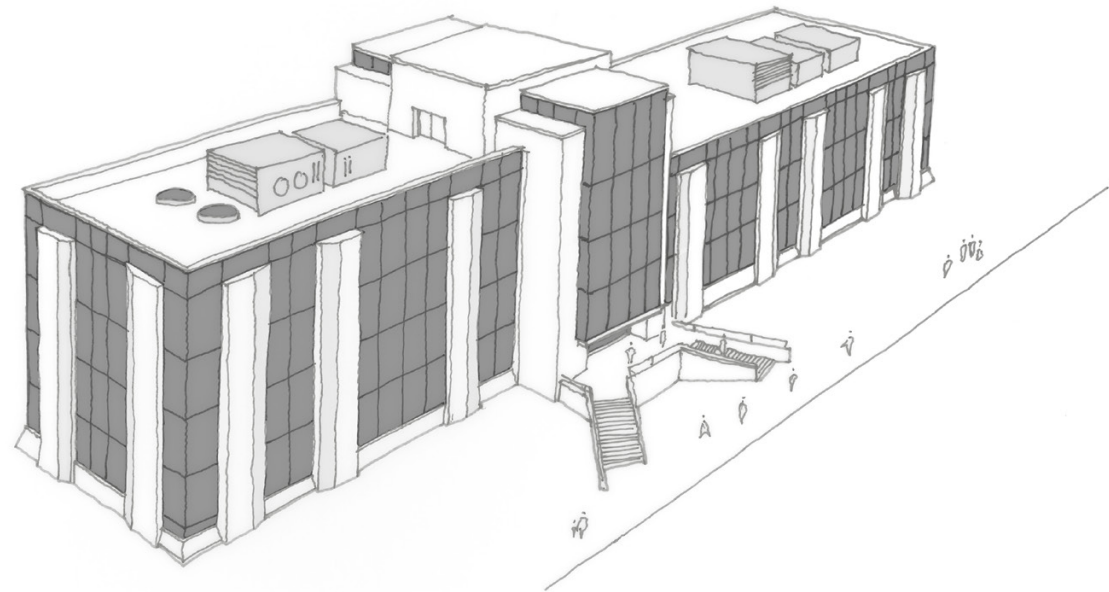
EXISTING SITE PHOTOGRAPHS



# 03 DESIGN

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# ELEVATION STRATEGY



12 Existing Building  
13 Proposed Elevation Concept

11

Our elevational strategy seeks to provide a high-quality development within the existing streetscape, along with establishing an aesthetic which reflects the new residential use.

## 1. Retaining the Existing Stone:

Across the façade, the existing glazing will be removed but the existing areas of stone will be retained. This re-use of fabric is not only inherently sustainable, but establishes a baseline for the rhythm of the elevation's composition.

## 2. Simplifying the Form and Mass:

Several approaches have been used to simplify the form and break down the mass of the existing building. A metal channel runs horizontally around the perimeter of the building and is used functionally to add external panels. Metal louvered panels have been applied across the façade at regular intervals, attached to the horizontal banding to add variance and visually reduce the existing massing. These are also placed to conceal where service extracts penetrate the façade.

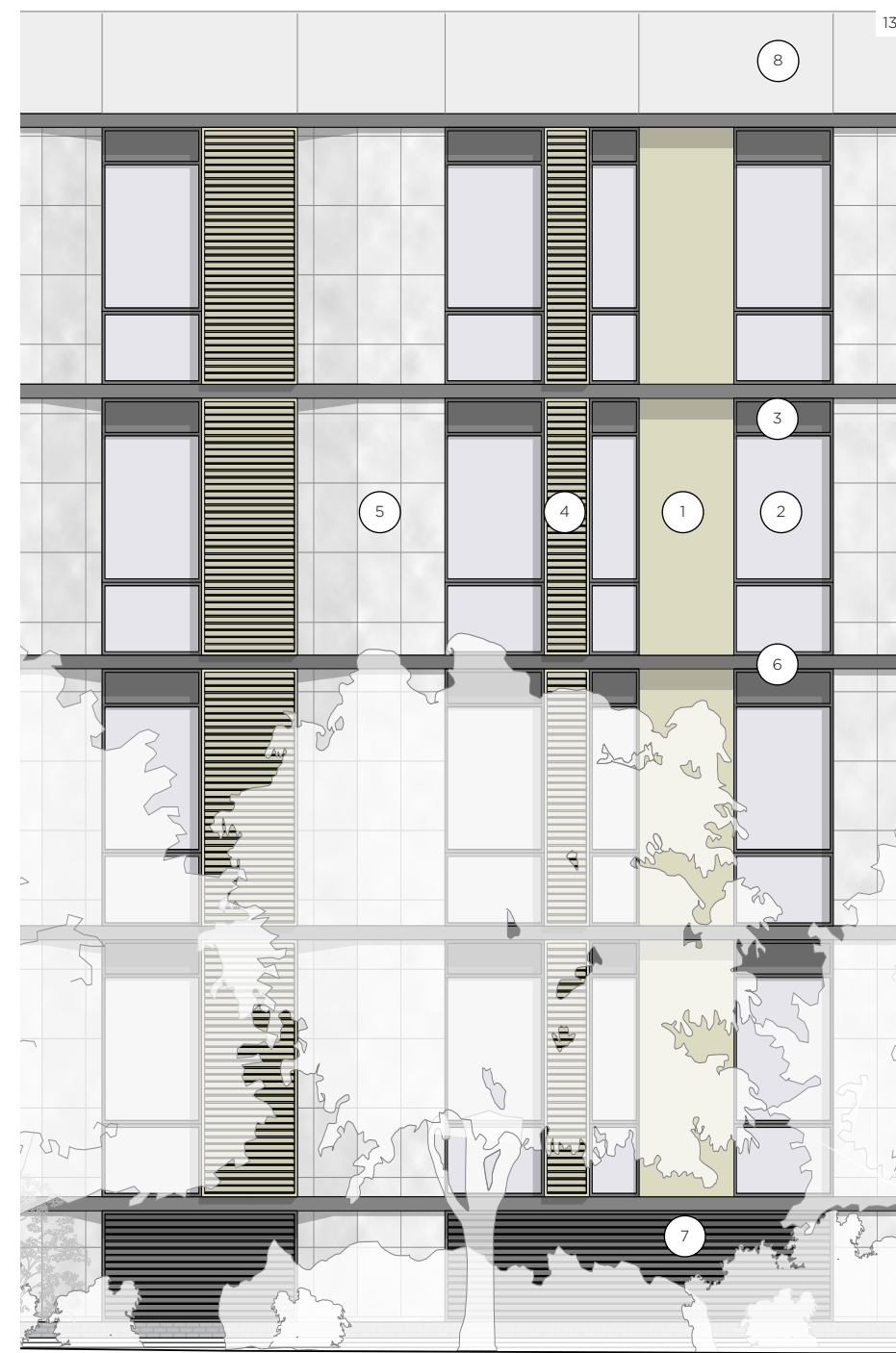
12

Across the main central core, a combination of panels and louvres are used as an over-cladding material. These also act as a screening method to streamline and rationalise the existing central section which is currently incoherent in terms of form. The central section also acts as a way of connecting the two building wings visually.

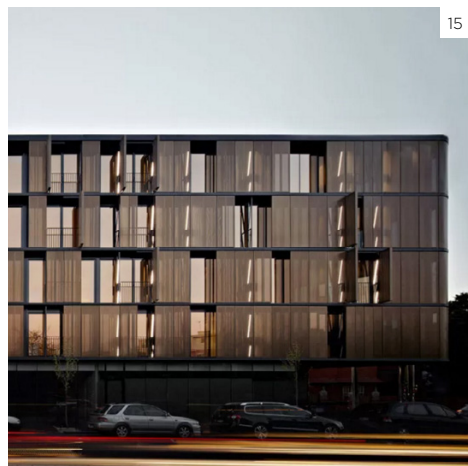
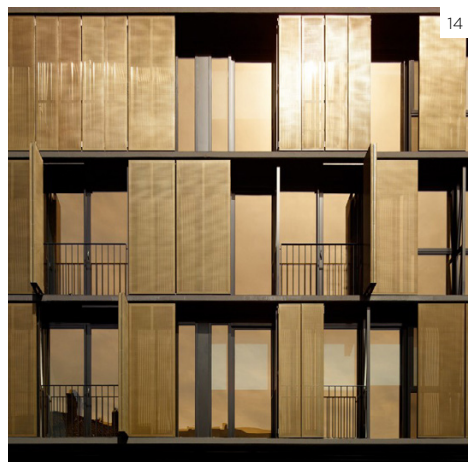
## 3. Creating a Residential Aesthetic:

Throughout the design, the aesthetic has been developed to create a modern residential building. The windows are much smaller in size in comparison to the existing development reflecting its domestic use. These also allow plenty of light and ventilation into the flats. The main entrance has been upgraded to become more legible within the elevation, comprising of a series of vertical fins and large glazed doors lead to a spacious entrance lobby. This, along with creating a residential use within the scheme, will increase passive surveillance to the surrounding streets.

# APPEARANCE AND MATERIALS



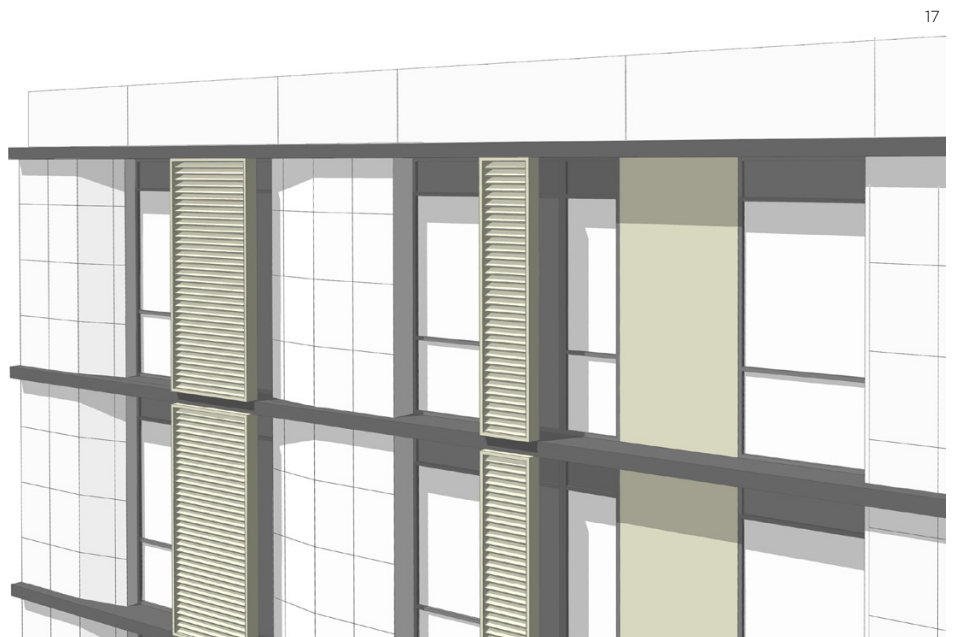
13 Bay elevation of proposal  
14 Light screen  
15 Horizontal banding  
16 Horizontal façade grill  
17 Bay in detail 3D



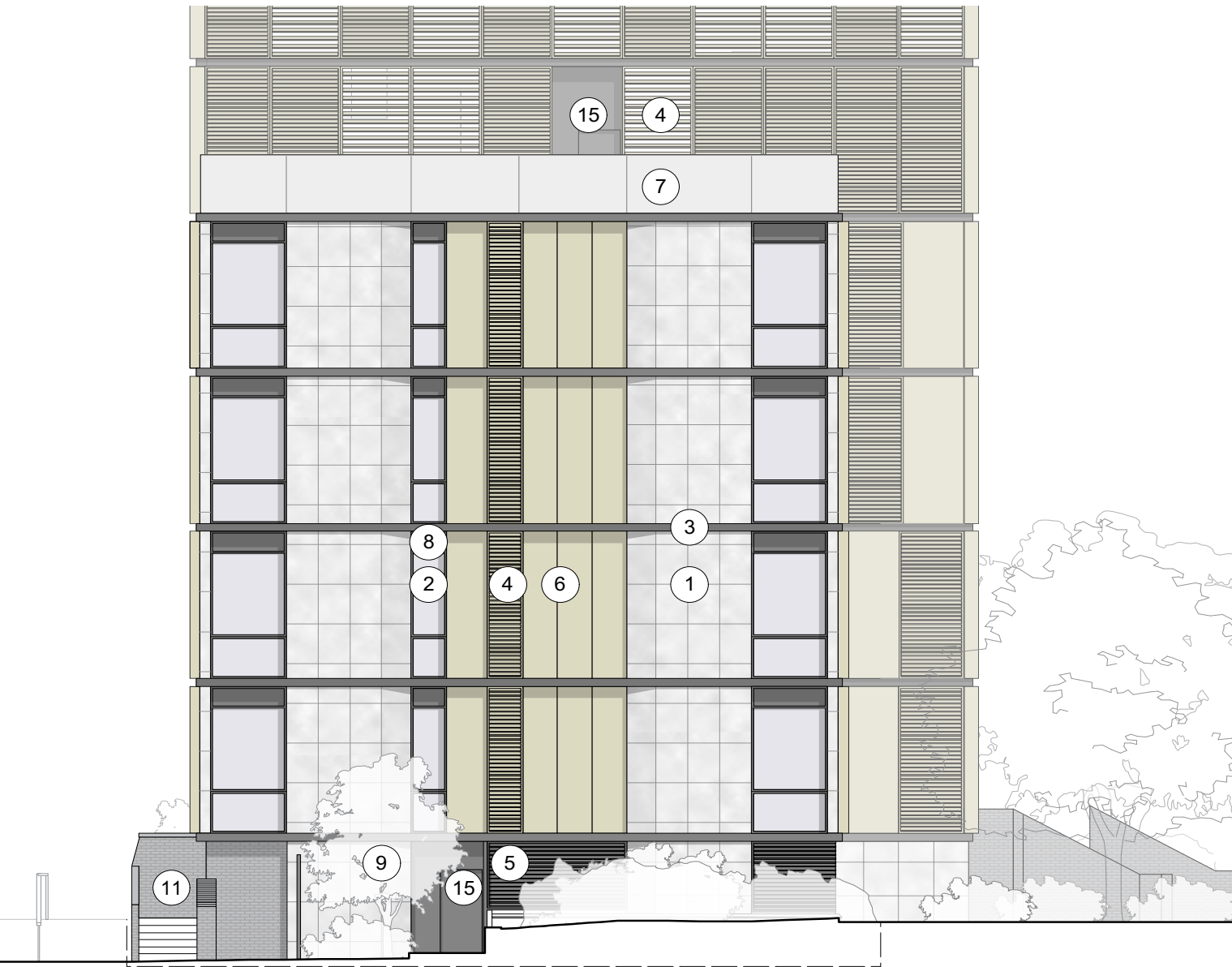
The proposal retains elements of the stonework from the existing building, whilst replacing the existing glazed modules to reduce the scale of the façade, giving the building's frontage a more residential appearance. The metal louvered panels break up the verticality of the existing façade whilst tying the appearance of the wings in line with the treatment of the core.

The adjacent bay elevation describes the materiality of the proposals in more detail:

1. Metal effect panel in line with glazing system.
2. Glazing system, aluminium frame PPC dark grey.
3. Glazed spandrel panel at top of window.
4. Metal effect grille panel set in front of glazing system.
5. Existing chamfered stonework to be retained and cleaned.
6. New metal horizontal band set in front of stonework, PPC dark grey.
7. New grille panel, PPC dark grey.
8. New parapet, PPC light grey aluminium panel to match existing stonework.



LAYOUT



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INTERNAL PLAN

The proposed elevational design compliments the proposed mix of studio, 1 and 2 bedroom apartments. Large windows provide suitable daylight and ventilation to each habitable space, with some flats benefiting from dual aspect fenestration.

18 Proposed East Elevation

## KEY VIEWS



19 View of proposed scheme from Eastern approach along King's Road

# 04 CONCLUSION

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# CONCLUSION

The new treatment of the elevations is a “light touch” in terms of approach. This is achieved through reusing and improving the existing materials where possible, while creating a new layer to the façade which rationalises the existing massing, tying the scheme together visually. This will create a new high quality residential development which upgrades the quality of the existing elevations while improving the street character.

The use of lighter materiality against the existing heavier stonework creates interest across the elevation, while variance in panels and the introduction of horizontal banding reduces the mass of the development.

The new frontage provides a more domestic appearance and creates a modern, high quality, elegant addition to the King’s Road streetscape.

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