



SOUTH COURT URBAN MARKET BROAD STREET MALL, READING DESIGN & ACCESS STATEMENT

**17434-8000 SOUTH COURT URBAN MARKET
BROAD STREET MALL, READING**

Design & Access Statement

Revision	Date	Revision notes
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1.0

Introduction

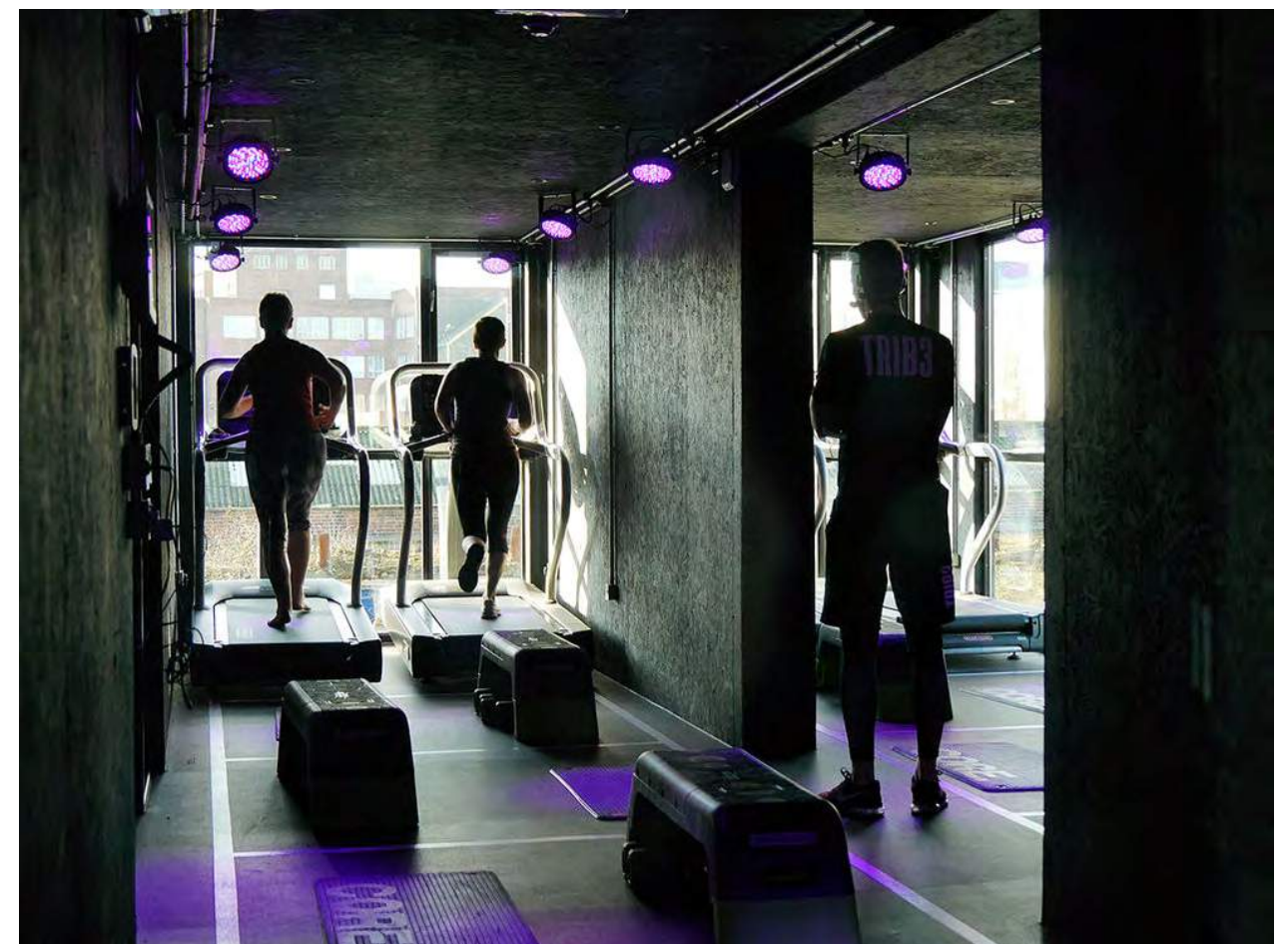
This Document

This Design and Access Document has been prepared to accompany a planning application for a new temporary Urban Market on South Court at Broad Street Mall, Reading.

The document is set out broadly in line with published guidance from the Commission for Architecture and the Built Environment (CABE), 'Design and Access Statements: How to write, read and use them' (CABE 2006).

The Proposed Works

This application seeks permission to construct a new Urban Market aimed at providing Retail and Food & Beverage outlets and a rooftop deck with a stage for live music.



2.0 Site Assessment

Location and Context

Background

Broad Street Mall is located in central Reading, England. It is one of the two main malls in Reading along with the Oracle Centre which is centred around the canal. There is a large multi-storey car park with direct access to the first floor of the Mall.

It is close to The Hexagon theatre and the former offices of Reading Borough council.

Broad Street Mall was acquired by Moorgarth Property in 2015, who recognised its importance within the local area. Since acquisition, Moorgarth have spent in excess of £5 million revitalising the existing Mall, Fountain House office building and numerous ancillary elements associated with the centre, increasing its prominence once again and re-affirming it as a key part the urban fabric.

Moorgarth remain focused on improving the quality of the centre and surrounding area, with the current proposal for South Court and the ongoing Planning Application for Queens Walk public realm area. The introduction of South Court Urban Market would become a key exponent of this vision, delivering a high quality environment to support both the existing centre and surrounding retail units/market. The success of this would open up the opportunity for further improvements to the wider area and a larger regeneration to support the burgeoning student and residential population in the local area.

Gateways

Footfall analysis of the gateways show that the Broad Street entrance on Oxford Road is by far the most active gateway to Broad Street Mall with nearly half the pedestrian traffic. Queens Walk and Hosier Street/Dusseldorf Way have little pedestrian flow, hence the need to balance activity by encouraging town centre visitors to use a fuller extent of the mall. Bringing forward a new innovative offer at South Court will contribute towards achieving this over the short term.

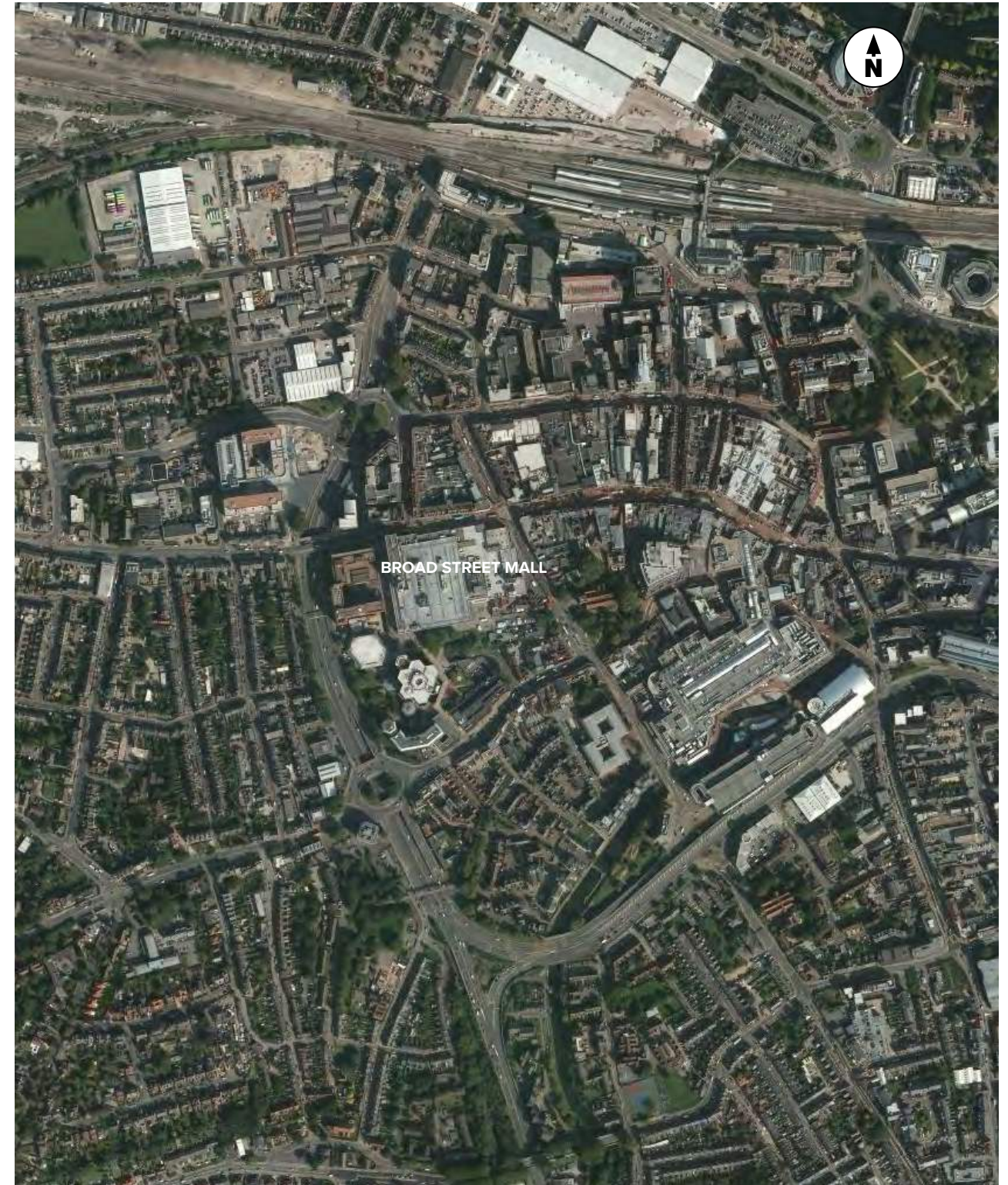
Planning Context

The site sits within the West Side Major Opportunity Area (RC2d,RC2e) of the of the Reading Central Action Plan. The plan sets up the planning principles for the centre of Reading up until 2026.

The plan recognises that the existing urban environment is of poor quality and in need of improvement and regeneration of the western edge of the centre has been a long held objective.

Policy RC2d (Broad Street) supports continuing retail and leisure provision as well as upper floor residential and offices. Policy RC2e (Hosier Street) sees this area as a potential development of mix of uses including retail, residential and new open spaces. It is identified as a key corridor of movement with it connections to St Mary Church, Bridge Street and the Oracle Shopping Centre.

The conservation area of St Marys Butts/Castle Street lies to the east side of the mall boundary.



Site Assessment | Site photographs



Site Assessment | Site photographs



Ariel View of Shopping Centre



View down Dusseldorf Way



Retail Unit with Car Park above.



View accross South Court towards the mall entrance



View of South Court



View from South Court looking towards the Market on Hosier Street

Assessment | Site Location & Context



Aerial Photograph showing existing centre



Change in level from Hosier Street



Looking down Hosier Street towards the Market



Change in level from Hosier Street to Dusseldorf Way

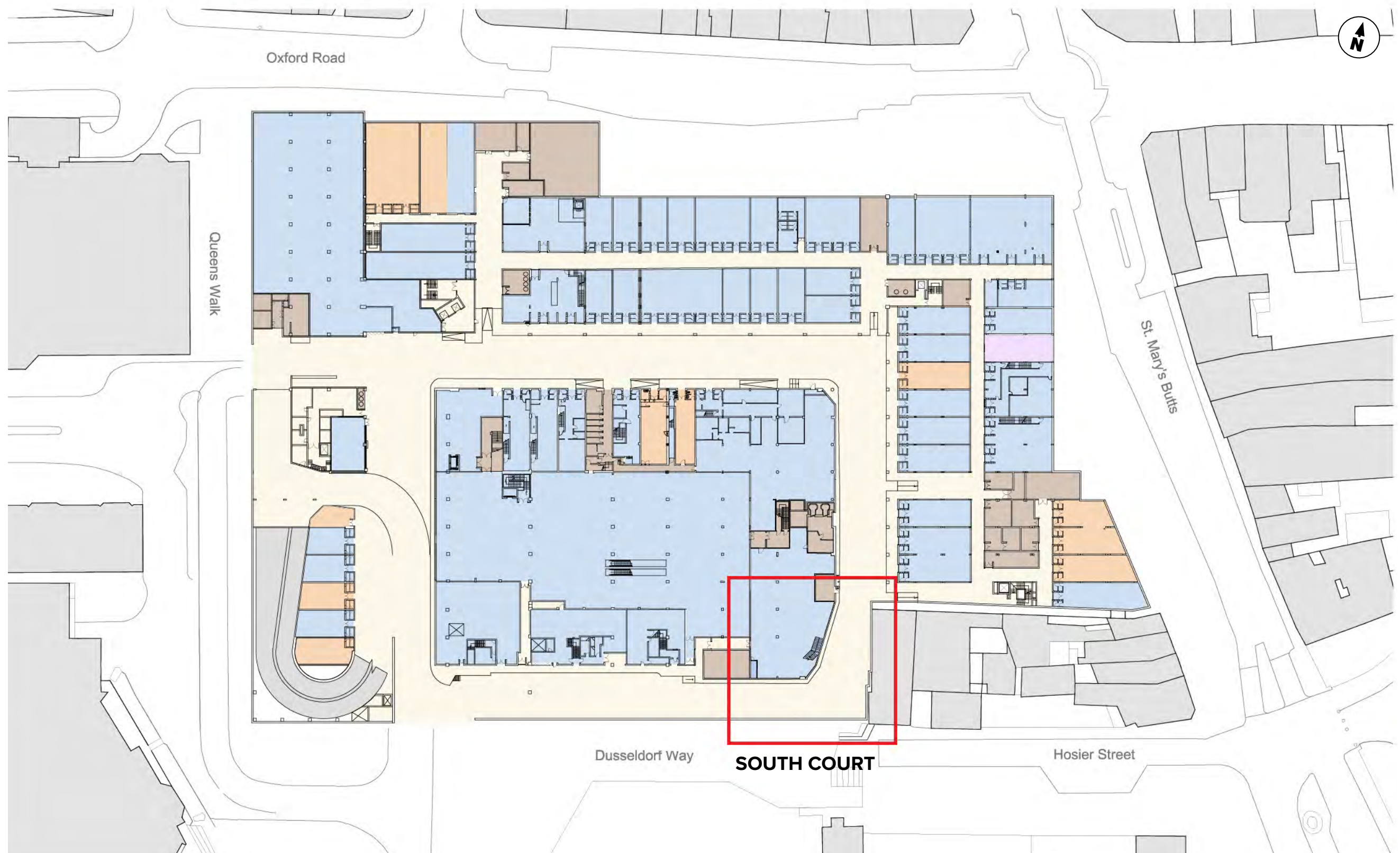


Looking towards South Court from Hosier Street

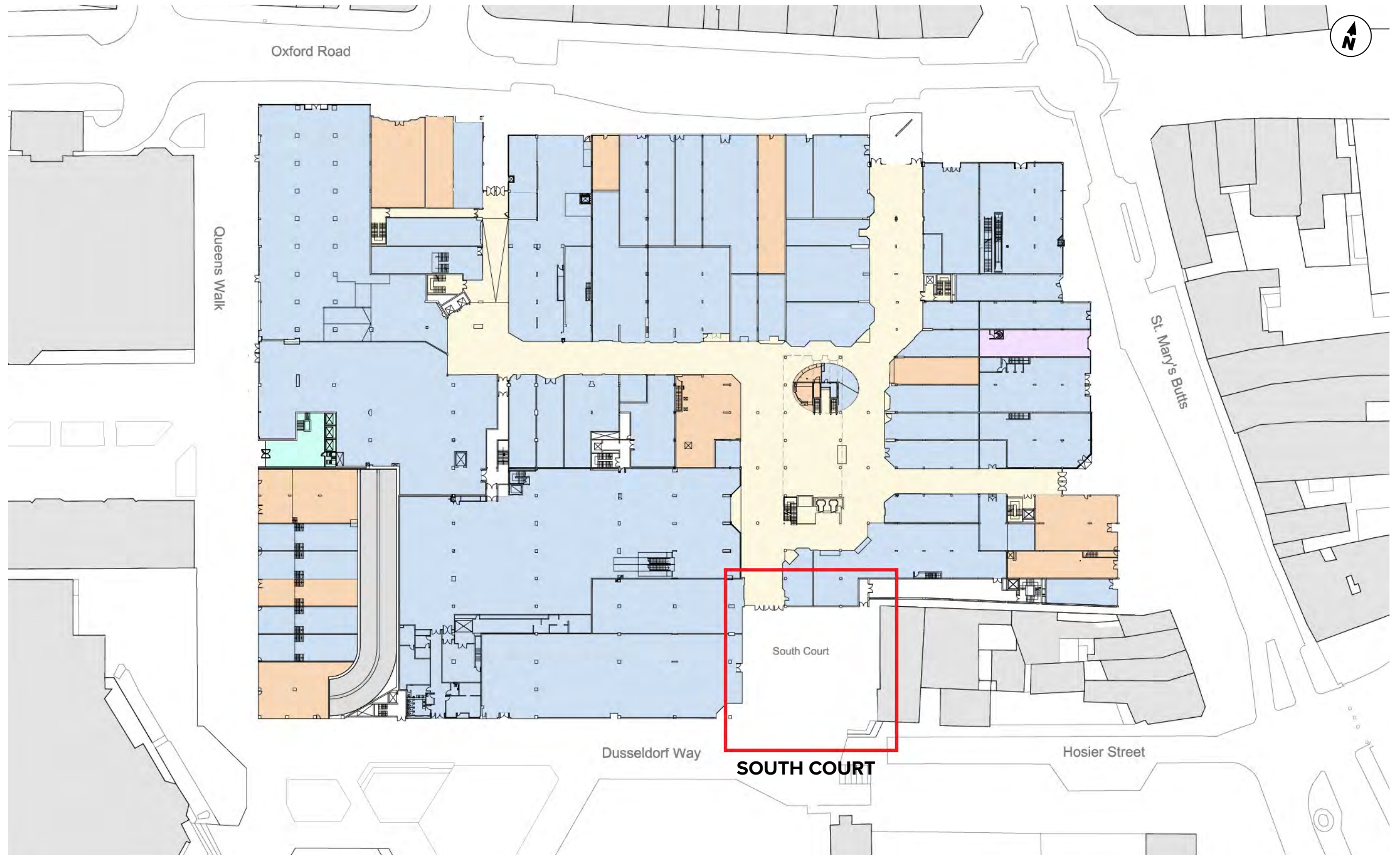


Looking down Hosier Street towards Reading Minster of St. Mary the Virgin

Site Assessment | Existing Basement



Site Assessment | Existing Ground Floor



SECTION 3

Design | Use & Amount

Use

The proposed development is for retail (Use Class A1), with ancillary restaurant uses (Use Class A3). To promote flexibility, a typical split of 70 : 30, A1 : A3 would be desired during trading.

GIA (all uses)	Sq.m
Ground Floor Units GIA	155
First Floor Units GIA	155
Rooftop Units GIA	50
TOTAL GIA	360
Seating Areas (Uncovered)	370



Design | Layout



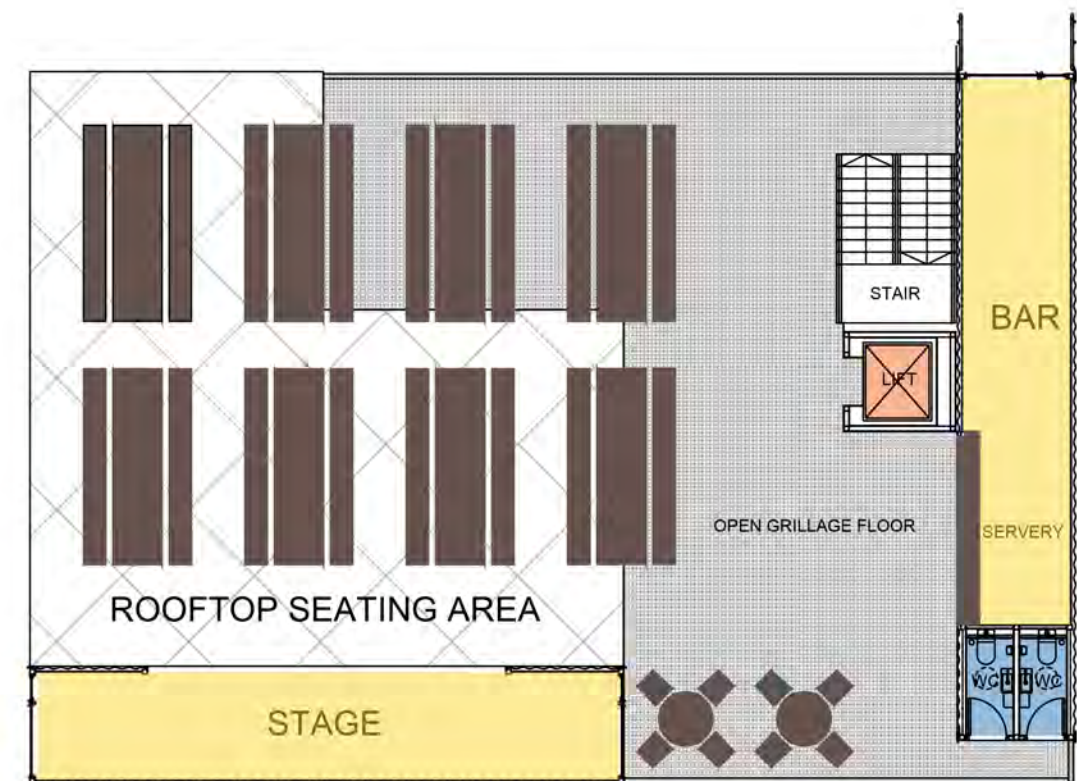
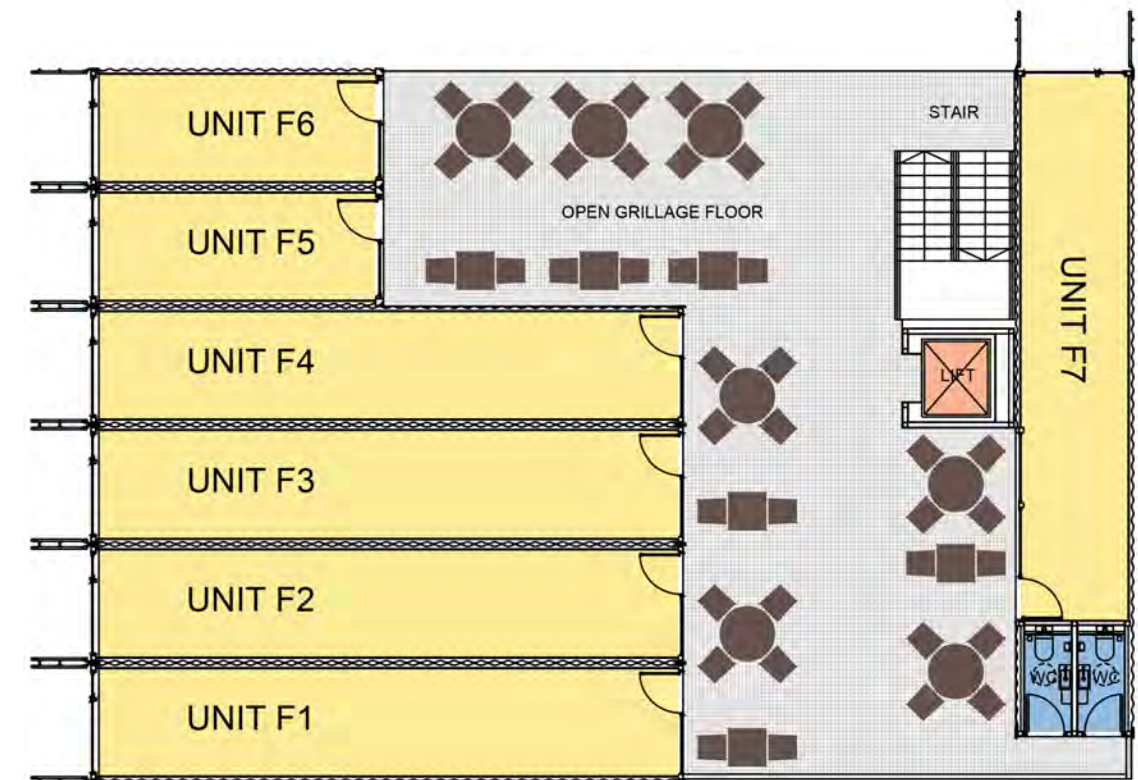
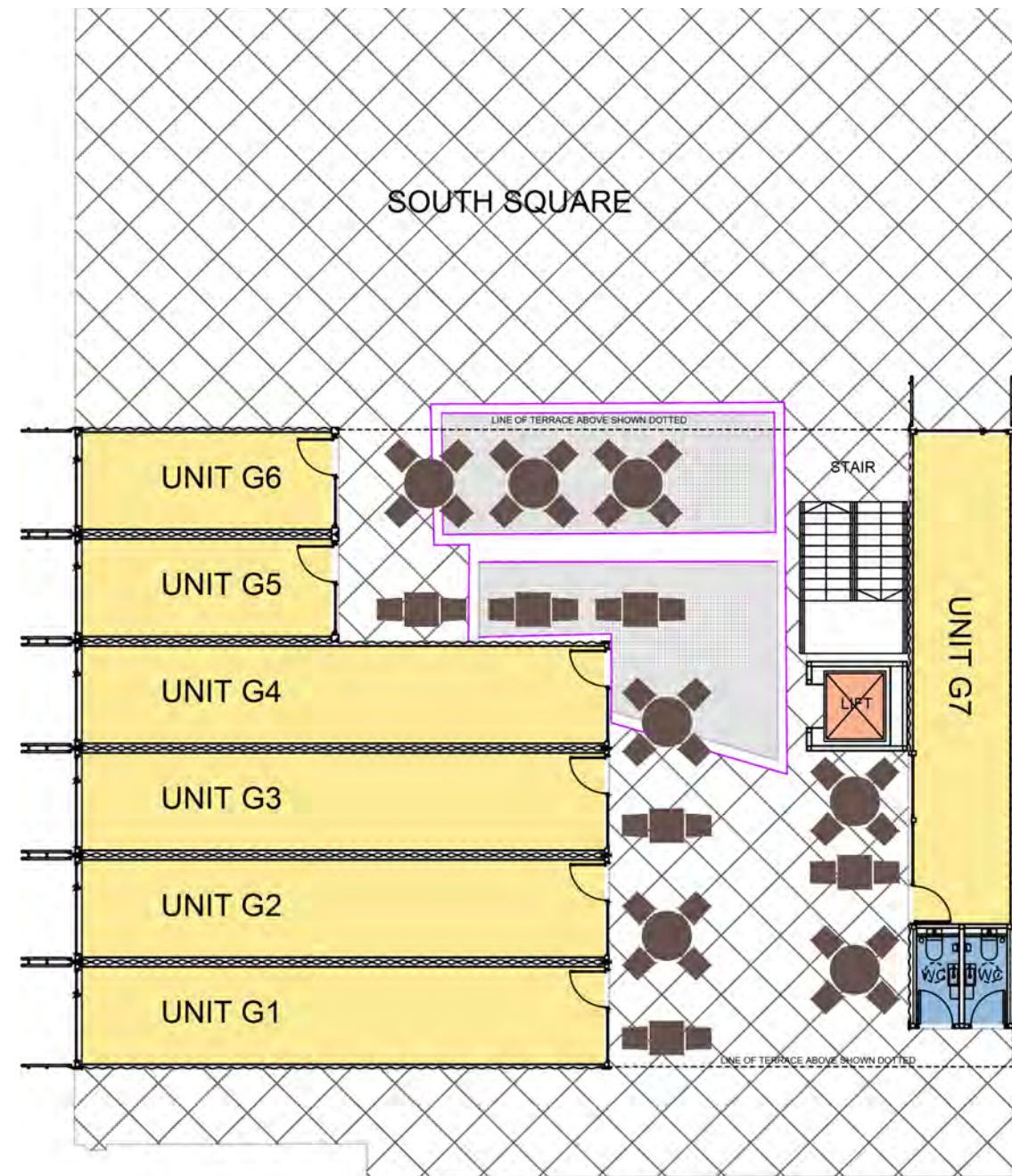
SITE LAYOUT PLAN

Design | Layout

The concept for South Court is to create an imaginative mix of uses in small scale flexible units created from recycled metal shipping containers.

This concept will deliver temporary retail and restaurant space which will deliver short to medium term employment opportunities for the local community as well as environmental improvements given the poor condition of this secondary frontage.

Within this statement we provide an analysis of the site and surrounding area which has been taken into account in designing the proposal; we set out the planning policy context within which the application should be considered; and we provide a detailed description of the application proposals.



Design | Concept

South Court is a large open and under utilised space. The owners of the Broad Street Mall have ambitions to improve the shopping centre, and through this proposal, deliver temporary buildings to re-activate this part of the town with complementary retail and leisure offers.

The proposal provides small-scale, flexible shop units aiming to attract local independent retailers, and outlets for food and beverage within 16 recycled shipping containers.

The layout has been designed to create activity onto Dusseldorf Way / Hosier Street and South Court. The stacking of the units creates a courtyard at ground and first floor providing access into the units and opportunities for outdoor seating and improvements to the streetscape.

The upper floors are accessed via a stair and lift, access is also provided into the basement to facilitate regeneration of vacant space in the future (subject to separate application as may be required). At rooftop level, units have been identified for uses such as a Bar and a stage with ample space for seating.



Proposed use

The application seeks permission for A1 (retail) & A3 (leisure) use across all the units.

The proposal incorporates facilities for refuse storage & cycle parking to the rear of the site behind the units, the existing means of access for deliveries and escape from the shopping centre will be preserved, refuse and cycle storage will be allocated space. Toilets will be provided at all levels.

Appearance

Each of the Units are formed from a recycled shipping container in a standard 45', 40' & 20' modules. The design concept celebrates the volumetric form and industrial character of the shipping containers to be read as a modular development formed of its constituent parts.

Each container will be fitted with an integrated shopfront / access door and shopfront window to create an attractive and active frontage onto South Court and Dusseldorf Way / Hosier Street

The containers will be painted in a consistent livery with body graphics as illustrated in the visualisations of the proposal.

Landscape and Boundary Treatment

The containers are sited to preserve an existing means of escape / servicing for the shopping centre. the units create defined spaces externally and within the internal courtyards. An improved urban realm is proposed at street level, at the upper floor levels a lightweight steel structure will support an open mesh floor. allowing diffused light to penetrate the courtyard.

Planting will generally be in containers.

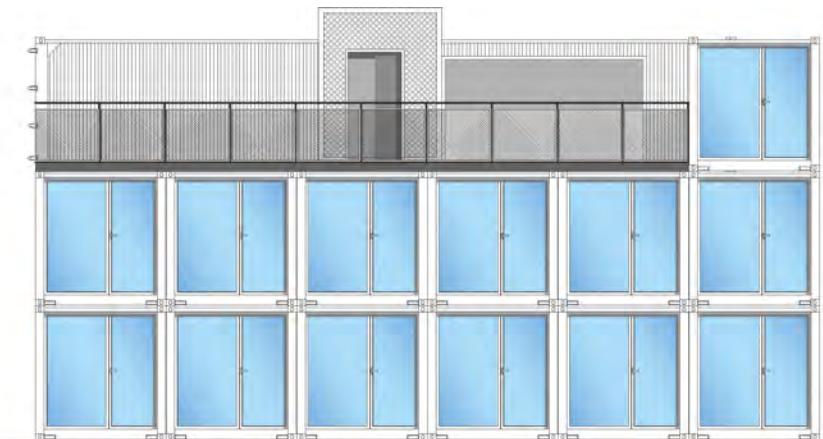
Servicing and Refuse

Limited servicing will be required in the form of deliveries,

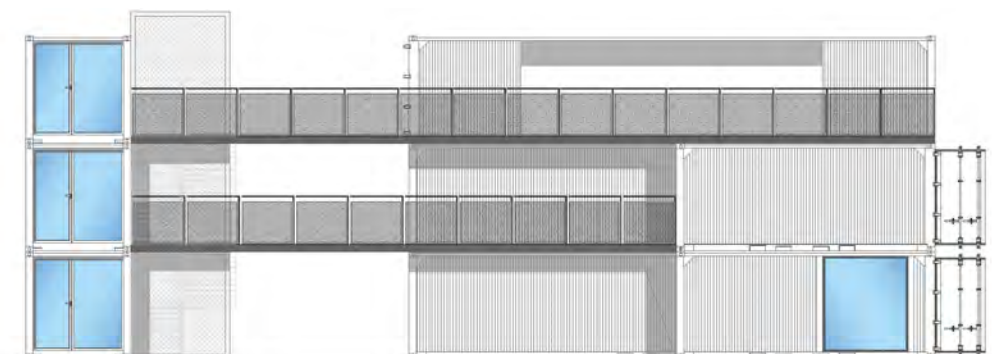
A dedicated refuse storage area is provided to the rear of the site and a site wide management regime will ensure that rubbish is collect from individual units and then removed from site under a Commercial Waste Contract.

Inclusive Access

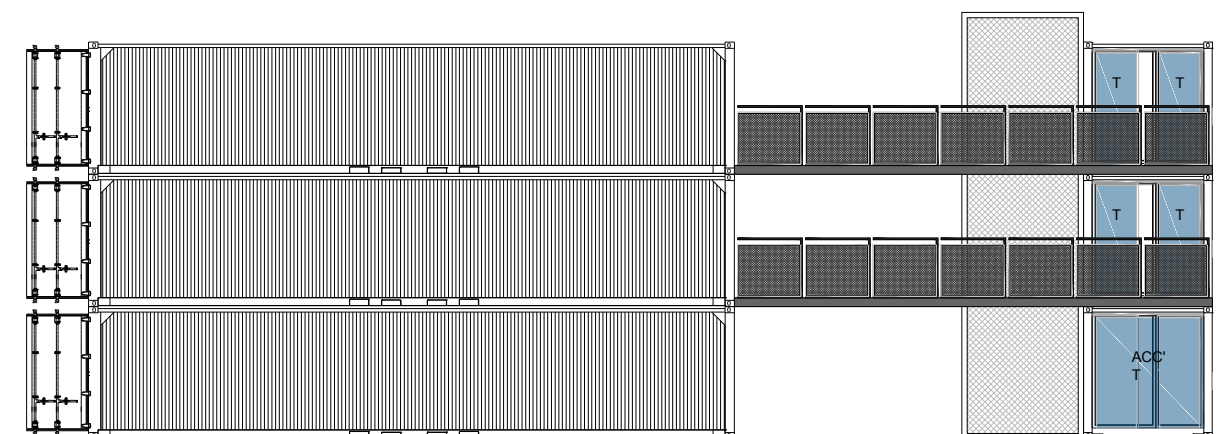
The Urban Market has been designed with the requirements of all users in mind and specifically to cater for the needs of wheelchair users. All units at ground level are accessed by permanent ramping between the pavement and the unit entrances. All upper floor units have at grade access from the new walkway, all levels are accessed via a stair and a lift.



SOUTH ELEVATION



WEST ELEVATION



EAST ELEVATION

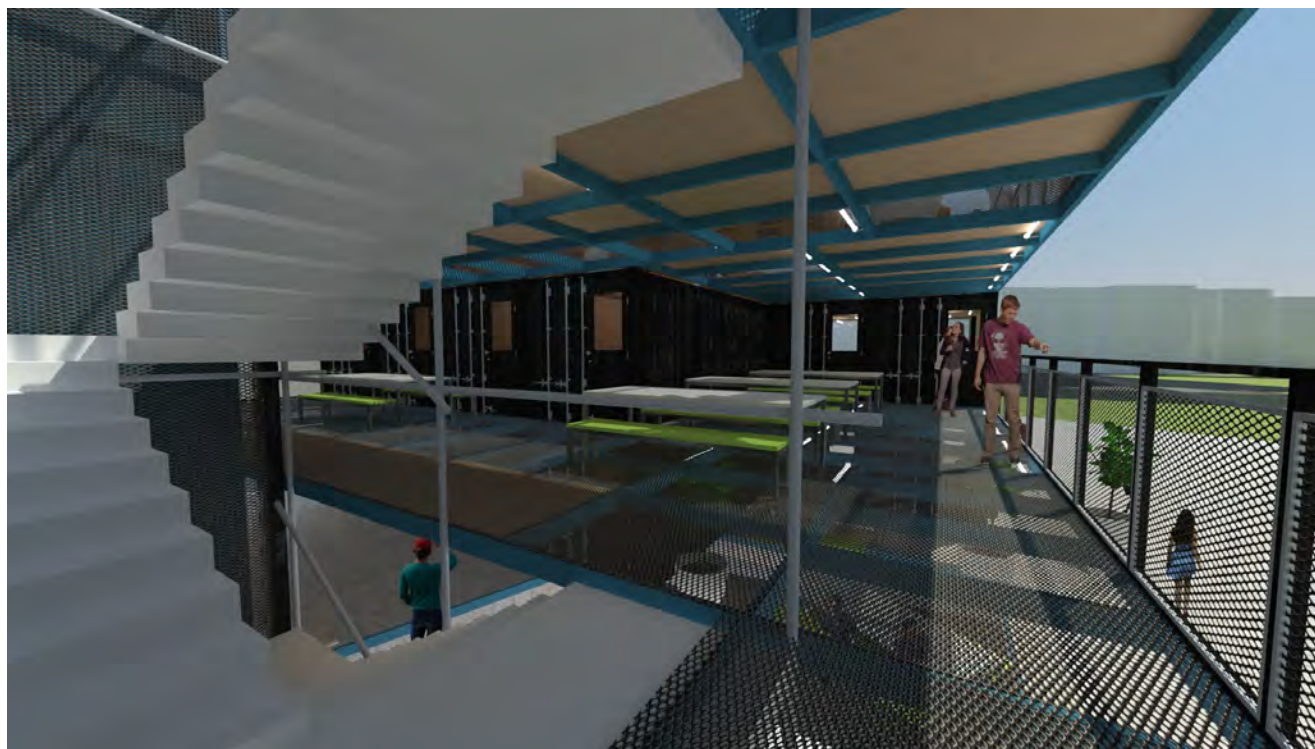
Design | Massing and Appearance



Illustrative view from South Court towards the entrance courtyard



Illustrative view from Hosier Street looking towards South Court



Illustrative view from staircase on arrival at First Floor



Illustrative view from upper courtyard looking towards South Court

Design | Visuals



Design | Visuals



Design | Security and Crime Prevention

The design of retail & leisure schemes needs to take into account the opportunities that may be presented for criminal activity. This may be low-level activity such as shoplifting or vehicle crime, but can range to organised crime and major threats.

There are some common design features that can be incorporated into a schemes to reduce the opportunities for crime, either as passive measures or active security systems.

The crime prevention and security measures included in the proposal are based on experience from many previous projects, and consultations with a number of police forces.

Shoplifting

This application does not include the fitting out and management of the retail units, and so the in-store security measures cannot be set out at this stage. The management of the Market would be by the owners Moorgarth /Inception Reading SARL and overseen by Mall Centre Management.

Bicycle Theft

This is a potential crime on all retail sites. It is guarded against by making appropriate provision for customer cycle parking and staff cycle parking.

Because customer cycles are typically located in open and well observed areas cycle hoops to which cycles can be chained generally provide an adequate facility for customers to secure their bicycle for the duration of their shopping trip.

Staff cycle parking is generally for a longer duration and in less well observed areas such as service areas. In order to provide adequate protection for staff cycles, cycle shelters in the service access / means of escape will be lockable, with the minimum width of escape being preserved

Ram-Raiding

South Court will be protected with a continuous line of stainless steel anti-ram bollards., These are rooted into a common reinforced concrete footing which provides additional strength to any one bollard. The bollards have also been placed at 1350mm centres which means a clear spacing between bollards of around 1220mm, less than the width of a car.

Standard police advice is for these bollards to be tested to PAS68:2010. This specification is designed primarily to stop hostile vehicles engaged in terrorism or similar attacks. The bollards proposed comply with insurers' requirements and are full anti-ram bollards, but will not be tested under the PAS68 standard.

The frontages fronting onto Hosier Street are less susceptible due to them being elevated with steps out front.

CCTV systems

At this stage in the proposed development, the decisions on CCTV standards have not been taken, and can form the basis of future discussions.

Glass and Glazing

Standard police guidance calls for laminated glass to vulnerable frontages.

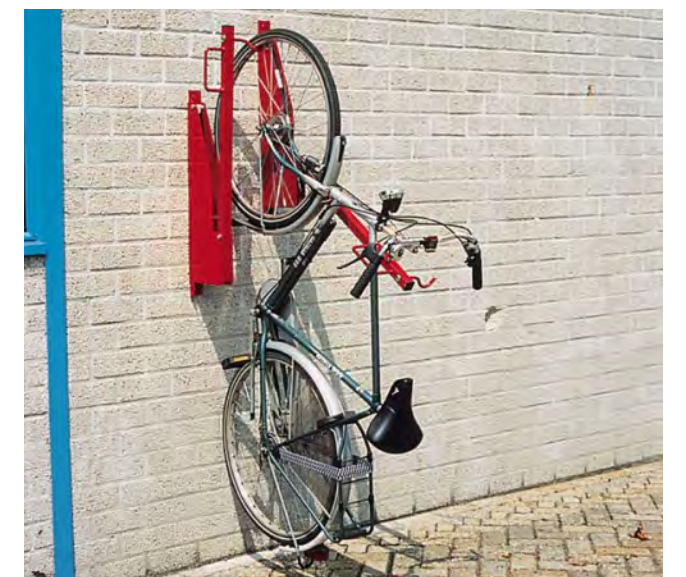
The principal shopfronts can be specified in laminated glass.



Stainless steel cycle hoops



Stainless Steel anti-ram bollards



Secure staff cycle storage

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