
29 to 35 STATION ROAD, READING

*DESIGN AND ACCESS STATEMENT ADDENDUM
REVISION A
[SEPTEMBER 2016]*

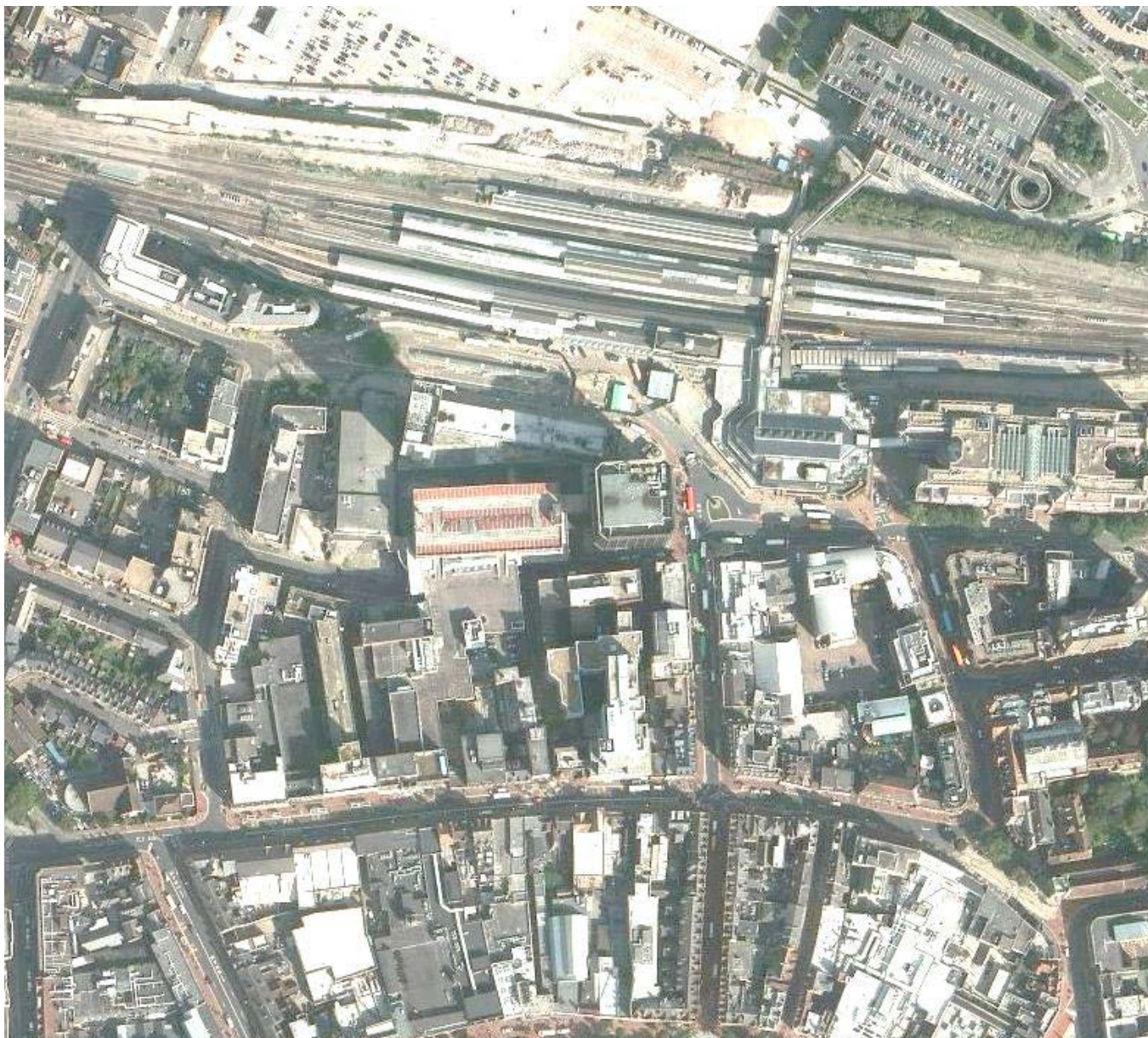
*TITAN PROPERTY
DEVELOPMENTS*

WCEC ARCHITECTS

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INTRODUCTION



This document is designed to act as an addendum to the Design and Access Statement produced in support of a planning application for the site 29- 35 Station Road, Reading.

This Addendum is to be read in conjunction with the Design and Access Statement dated October 2015.

The document aims to respond to concerns raised through the previous application process including concerns of the Local Authority Planning Department and other Statutory Consultees following the October 2015 Planning Submission.

The document will also focus on the on going consultation that has taken place leading to this planning submission. This will include references to how the design has developed following discussions and comments received from both Reading Borough Council and the Reading Design Review panel.

The consultation process has included the following;

22nd June 2016
Pre-application Scoping Meeting with Reading Borough Council

12th September 2016
Pre-application Meeting with Reading Borough Council

15th September 2016
Reading Design Review Panel

The consultation process and ongoing design development have subsequently informed the current proposal contained within this document and supporting information.

01

RESPONSE AND
DEVELOPMENT

OCTOBER 2015 PLANNING SUBMISSION

Following the withdrawal of the October 2015 planning submission a number of concerns were raised through the consultation process and subsequent discussions with Reading Borough Council.

The primary concerns / comments were as follows;

- 01**
Concerns over the inclusion of the 'backpack'.
- 02**
Further details required to demonstrate how the proposed development sits within the Station tall buildings cluster.
- 03**
Daylight and Sunlight concerns relating to how the proposal impacts surrounding buildings and whether the proposed apartments achieve the required Internal Daylight Factor.
- 04**
Further development required to demonstrate how the proposed development sits within the Station Road streetscene.
- 05**
Further details required relating to the provision of both vehicular and cycle parking.
- 06**
Clarification of building height and Ground floor datum level.
- 07**
The apartment mix was not compliant with the relevant planning policy.
- 08**
Justification of the south elevation and the proposals relationship with Brunel House.

JUNE - SEPTEMBER 2016 PRE-APPLICATION CONSULTATION

Having submitted a pre-application pack to Reading Borough Council an extensive consultation process has taken place. This has included a Pre-application scoping meeting held at Reading Borough Council on the 22nd June 2016, followed by a pre-application meeting on the 12th September 2016.

Discussions at the meeting and subsequent feedback has resulted in a number of items requiring further development / justification as follows;

- 01**
Further development of the proposals 'base' required to achieve a level of transparency to both the retail units and residential lobby. Concerns were raised that the openness and glazed aspect had been lost whilst the double height retail units and lobby were not being expressed.
- 02**
The pre-application submissions moving away from brickwork at high level requires further justification. It was felt that a high quality natural material is required. Whilst the commitment to the proposed colour palette was deemed to have merit, there were reservations over the use of a high-pressure laminate cladding. Further design development subsequently led to a proposal utilising a cementitious cladding, which was still deemed to require further justification.
- 03**
Further justification over the reliance upon windows from the 11th floor on the southern elevation, due to the relationship with Brunel House.

SEPTEMBER 2016 READING DESIGN REVIEW PANEL

A presentation was made to the Reading Design Review Panel on the 15th September 2016. Discussions at the presentation resulted in a number of comments from the panel members as follows;

- 01**
Further evidence, research and specification required to justify the appropriateness of the proposed cementitious cladding particularly in relation to the potential for bleaching.
- 02**
The top, middle and bottom approach to the proposals overall composition was deemed to be successful, as was the façades hierarchy and layering.
- 03**
Whilst the panel appeared convinced by the 'base' section of the building, it was felt that the transparency could be improved further by reviewing the glazing proportions.
- 04**
Queries of the proportions of the glazing frame within a typical bay.
- 05**
The relationship with Thames Tower was deemed to be successful, giving an appropriate hierarchy between the neighbouring buildings.
- 06**
Further development of the southern elevations lower level required. Consider extending the fenestration of the facade down to meet Brunel House.
- 07**
The panel agreed that the development did not require unsightly balconies or winter gardens given the site prominent location within the town centre.

The previous consultations response, discussion and concerns have been noted and will form the basis of this section of the report.

The project team have compiled the key items for discussion, resulting in the following responses;

01.01

Removing the 'backpack'

01.02

Massing; Sitting within the Station cluster

01.03

Daylight and Sunlight

01.04

Appearance and Composition; Elevation development

01.05

Plinth Design; Sitting within the streetscene

01.06

The Material Palette

01.07

The Typical Bays

01.08

The South elevation; Relationship with Brunel House

01.09

Residential Amenity Space

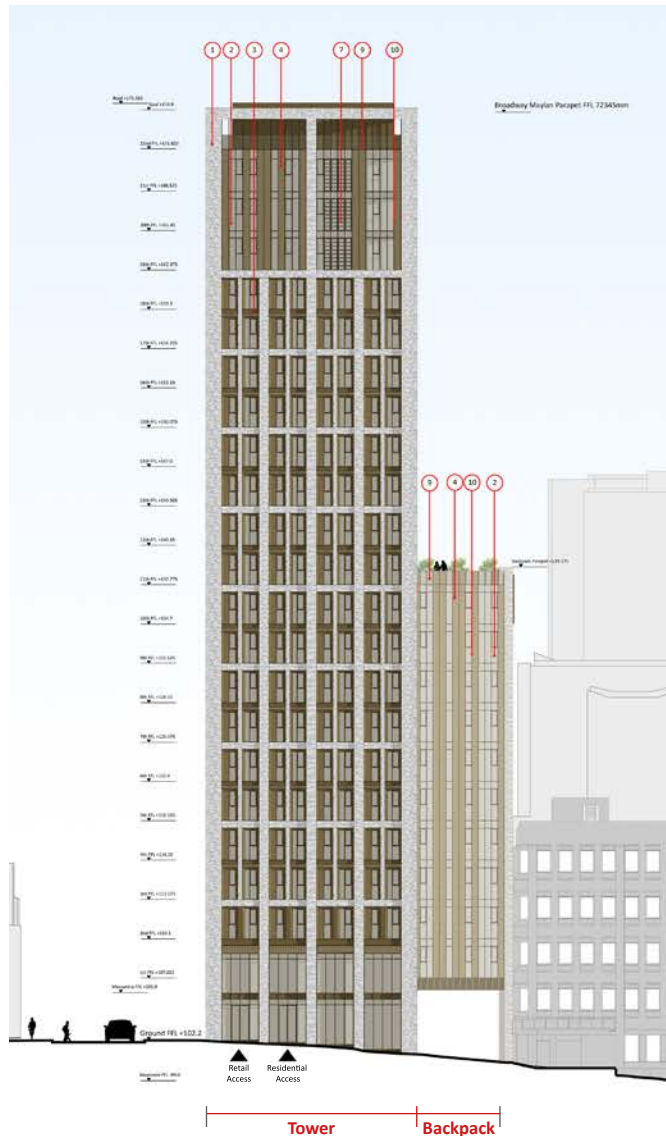
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Residential Unit Mix

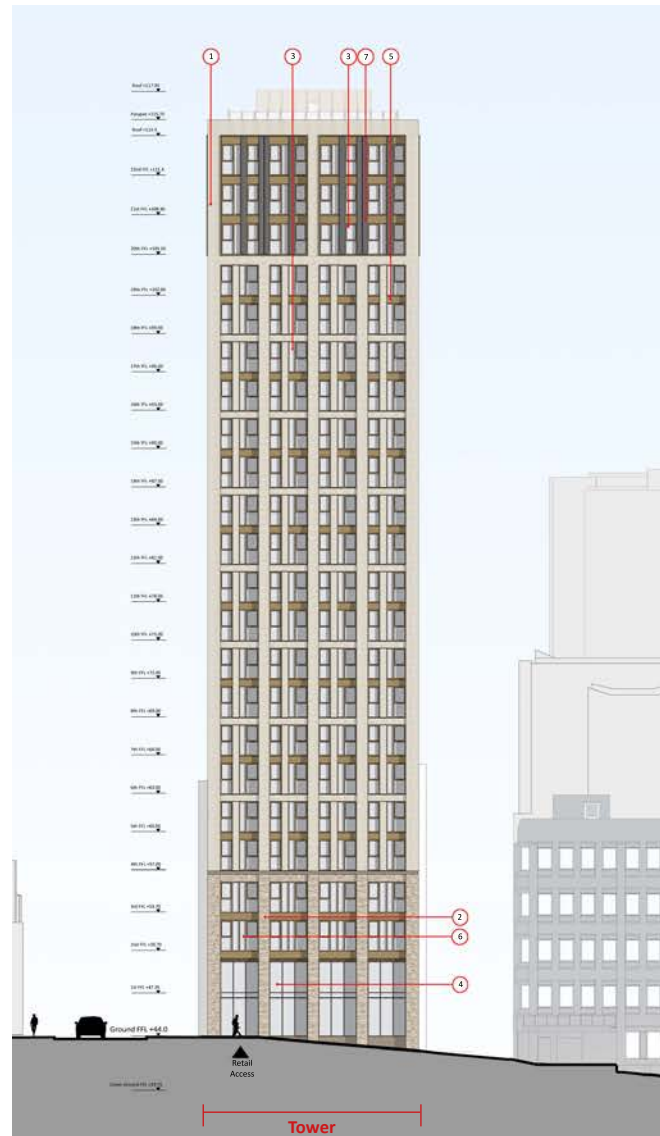
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Vehicular and Cycle Parking

OCTOBER 2015 PLANNING SUBMISSION



SEPTEMBER 2016 CURRENT PLANNING SUBMISSION



01.01 REMOVING THE BACKPACK

Throughout the consultation process concerns have been raised relating to the inclusion of the 'backpack' element of the proposal. The key concerns have been in relation to the following;

- The backpack dilutes the architectural success of the proposal preventing it from reading as a true tower
- The backpack elements negative impact on daylight / sunlight conditions to the proposed scheme and existing buildings surrounding the site
- Concerns over the lack of privacy / ability for overlooking between apartments within the main tower and the backpack

These concerns have been noted by Titan Property Developments and the design team, as a result the decision has been made to remove the backpack element. The removal of the backpack, provides a straight forward solution and deals with a number of concerns- most notably the items above.

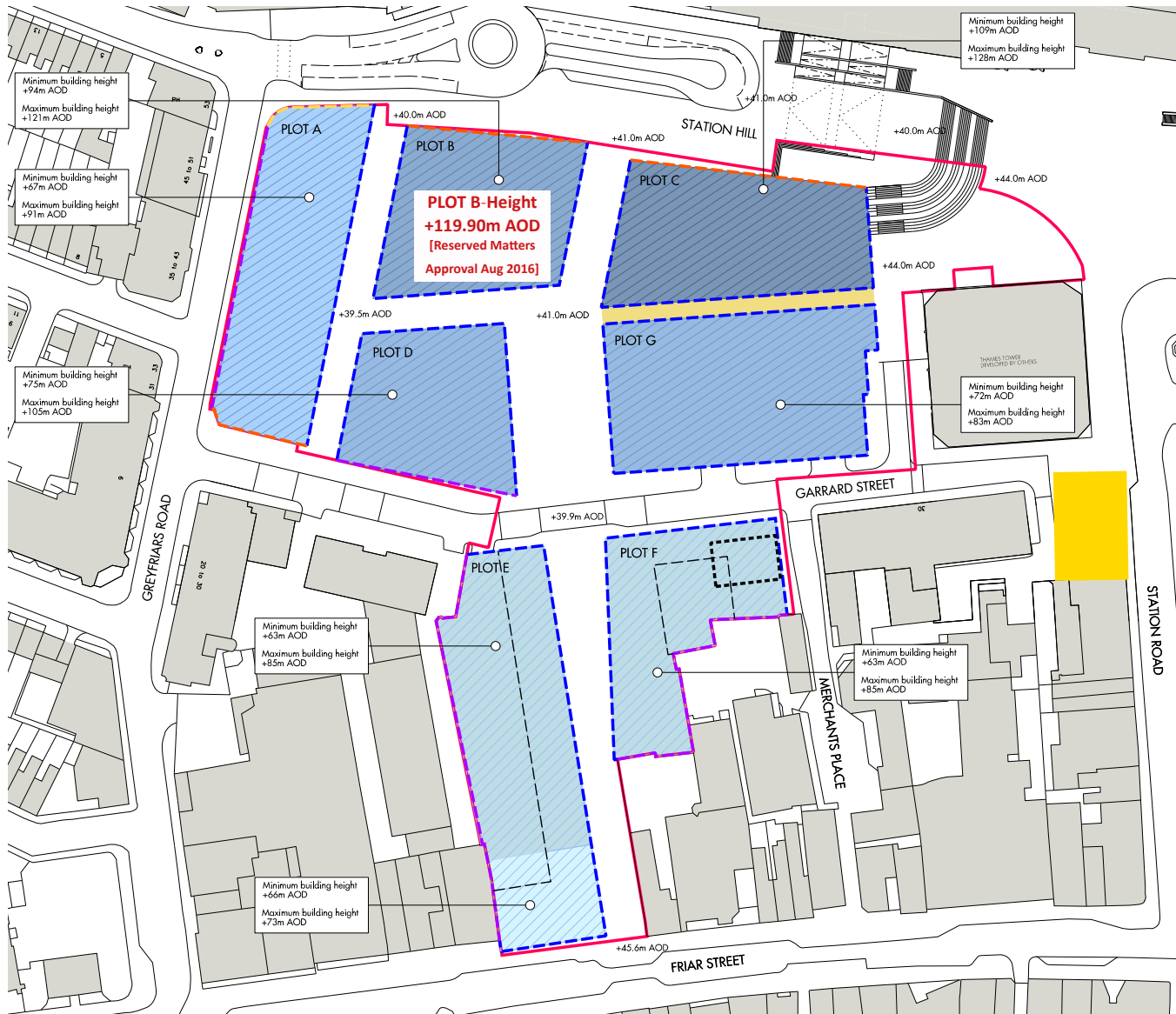
The removal of the backpack strengthens the architectural design rationale of the proposal, allowing the tower to read as a single solid element, in the round; as per suggestions that have been made at previous consultation / Design Review Panel meetings.

01.02 MASSING; SITTING WITHIN THE STATION CLUSTER

The area surrounding the Station is a key area in Readings development with a number of proposals currently in the pipeline; including the redevelopment of Thames Tower and the Station Hill Development. The rationale for the height of our proposal has been carefully considered, using the previous planning approval height for the site as a starting point. The second parameter to justify the height of the proposal being the proposed heights for the Station Hill development given within its Outline Planning Approval. Feedback from the Local Authority has always suggested that our proposal should not compete with the largest plots within the Station Hill development in terms of height. In August 2016 the reserved matters application for Plot B of the Station Hill development was approved by Reading Borough Council. This defined the height of this plot at 119.9m AOD.

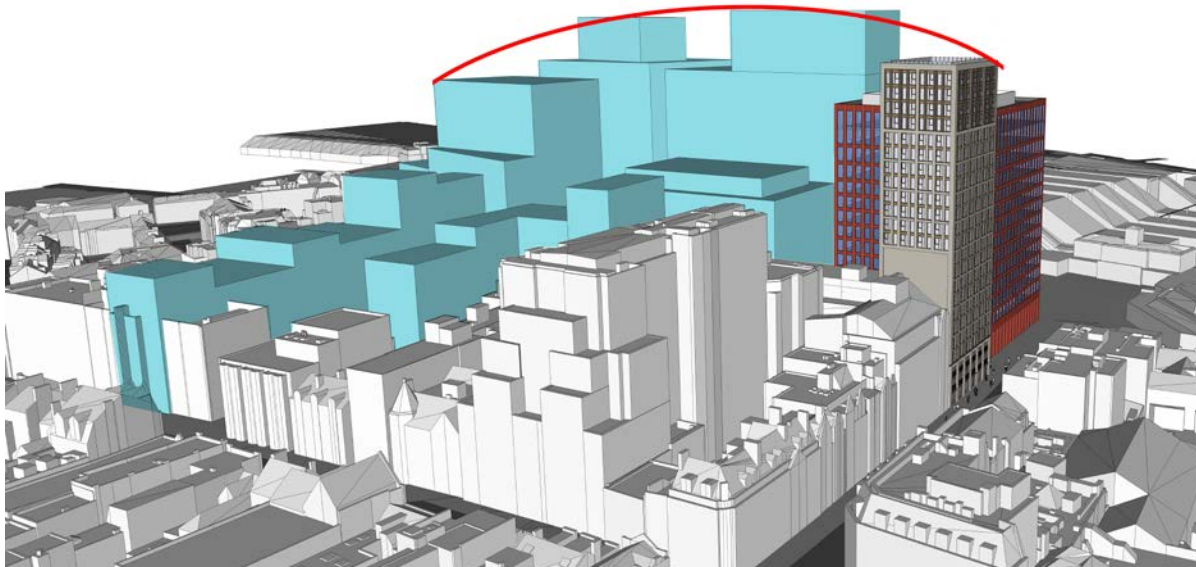
The current proposal for 29 to 35 Station Road has a total height of 73.95m to the top of the setback roof terrace access, whilst the total height of the primary tower sits at 71.75m. In terms of the proposed datum height the total height is 117.95m AOD to the top of the setback, whilst the primary tower totals 115.75m. Both of these figures are smaller than the approved total height for Plot B of the Station Hill development. This difference in height will give the Station Hill development the desired hierarchy; as Plot C of Station Hill is expected to be the tallest block within the cluster once the reserved matters details have been submitted and approved.

We believe that the proposal delivers a scheme of architectural quality appropriate for its high profile location, having a close relationship with both the station and town centre views from the south. Whilst the buildings appearance is of a similar language to the Station Hill development and Thames Tower, the proposed design has been informed by Readings existing historic context and the Station Road streetscene. The proposed design brings a richness which interacts with its surroundings from multiple vantage points, further details of which will be picked up later within this report.



Station Hill development Parameters Plan

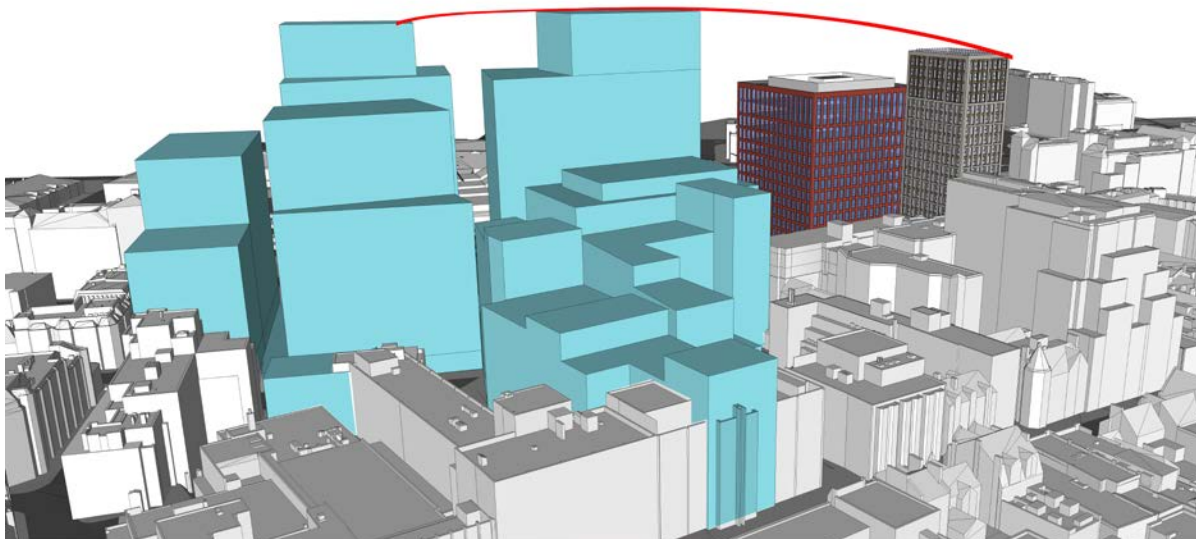
01.02 MASSING; SITTING WITHIN THE STATION CLUSTER



The Station Cluster 1



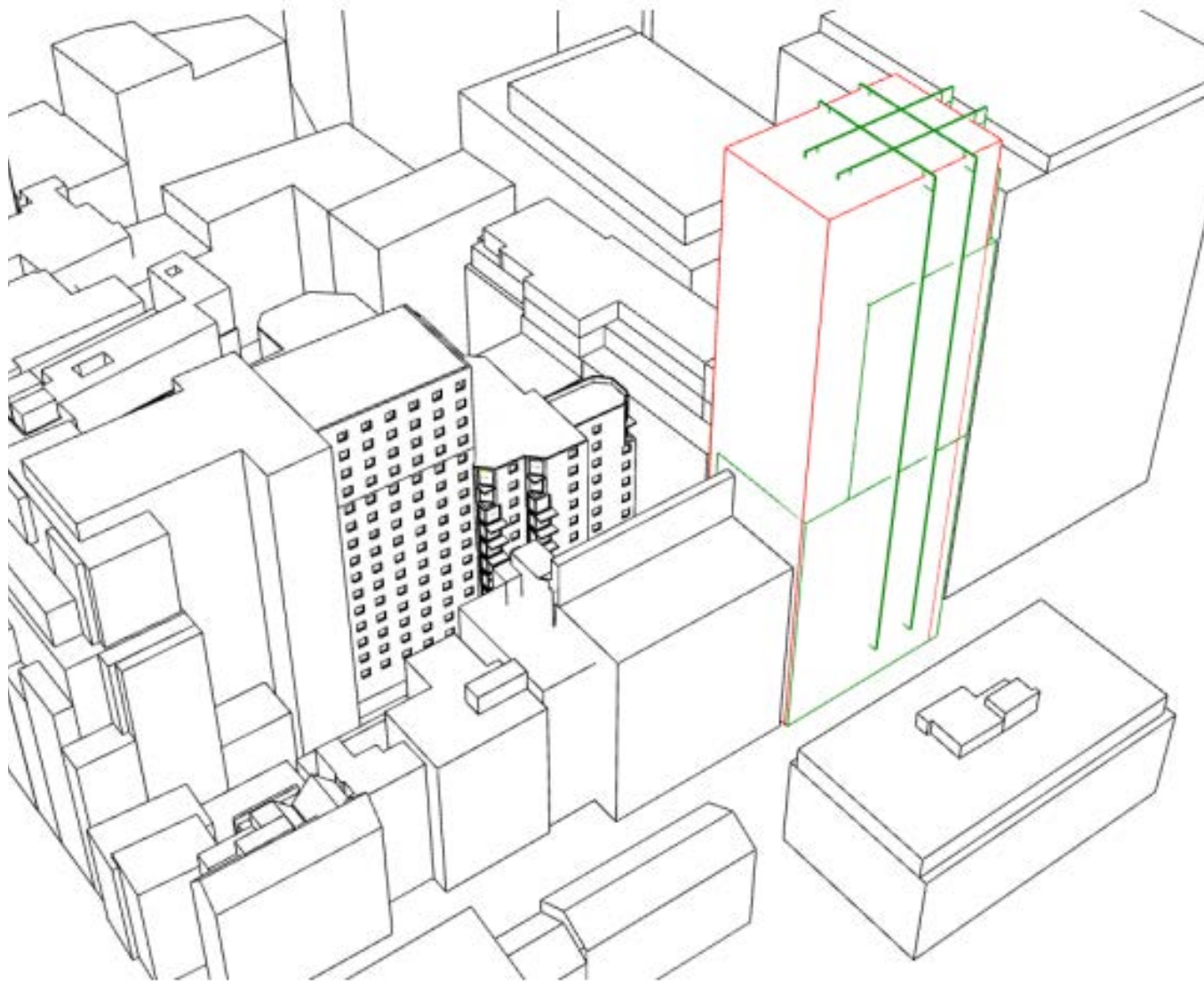
AVI- Proposed View 3 / From the roundabout between Vastern Road and Reading Bridge



The Station Cluster 2



AVI- Proposed View 8 / From Town Hall Square



Extract from VSC Analysis of Icon House

01.03 DAYLIGHT AND SUNLIGHT

The previous application and subsequent consultation highlighted a number of issues in relation to daylight and sunlight to both surrounding buildings and poor performance of the proposed apartment layouts.

The development of the design has looked to address specific issues whilst further investigation conducted by Fabric Building Physics aims to demonstrate the current impact of the proposal and its improvement.

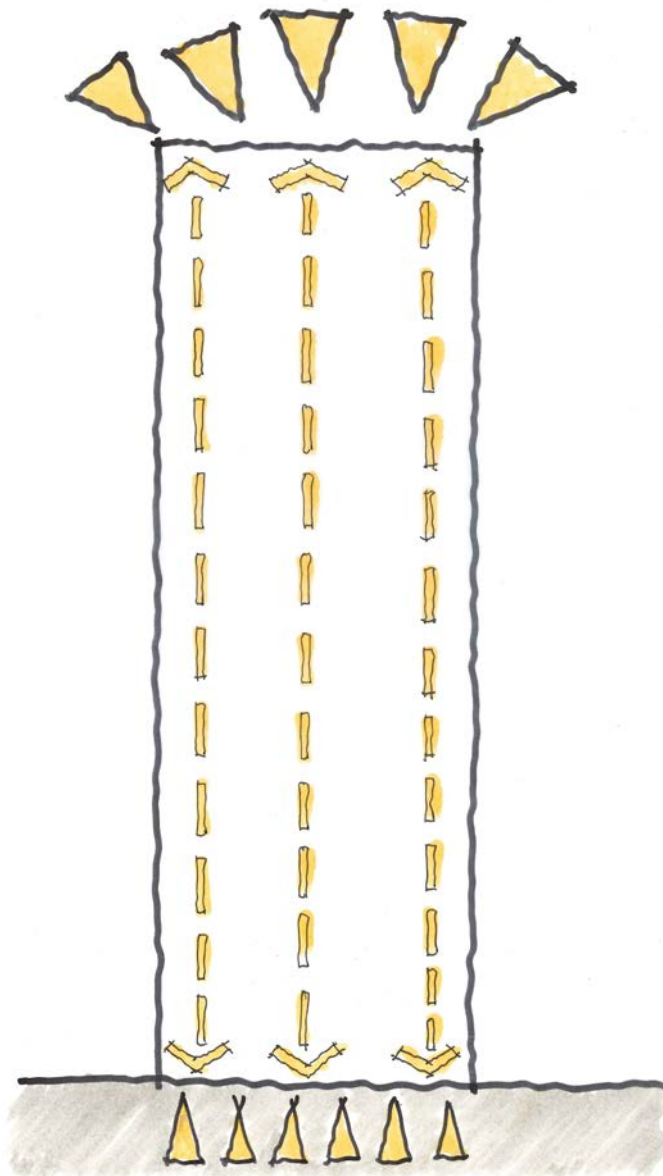
The latest 'Daylighting Impact Assessment' (dated 17/08/16) states that,

"The Average Daylight Factor (ADF) analysis included in the Appendix demonstrates that 102 living / kitchen / dining rooms will exceed the BRE threshold of 1.5% for living rooms. Furthermore, 96 of these spaces also achieve an ADF greater than 2%, the threshold for kitchens. All bedrooms exceed the 1% target with many achieving more than 2%."

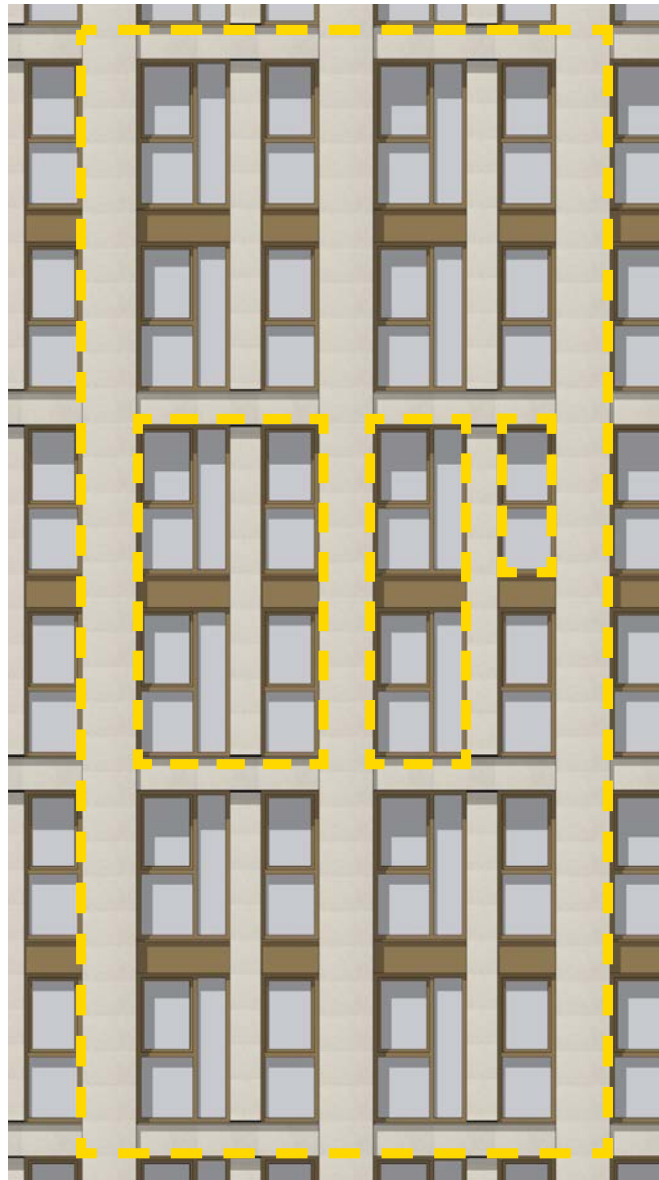
This demonstrates a significant improvement in the performance of the proposed apartments when compared to the previous submission. 95% of all living spaces achieve the required internal daylight factor, whilst 89% of kitchens achieve the 2% threshold. Given the sites constraints and town centre location the performance of the apartments is deemed to be successful.

The impact of the proposal on its surrounding context, including Icon House, has been reassessed using the impact of the previously consented scheme as a benchmark for comparison. The impact of the current proposal when compared to the previously consented scheme has subsequently been deemed minimal.

Please refer to the submitted "Daylighting Impact Assessment" for more detailed information and Appendices.



Expressing the verticality; defining the base and the top



Rhythm, Hierarchy and Layering

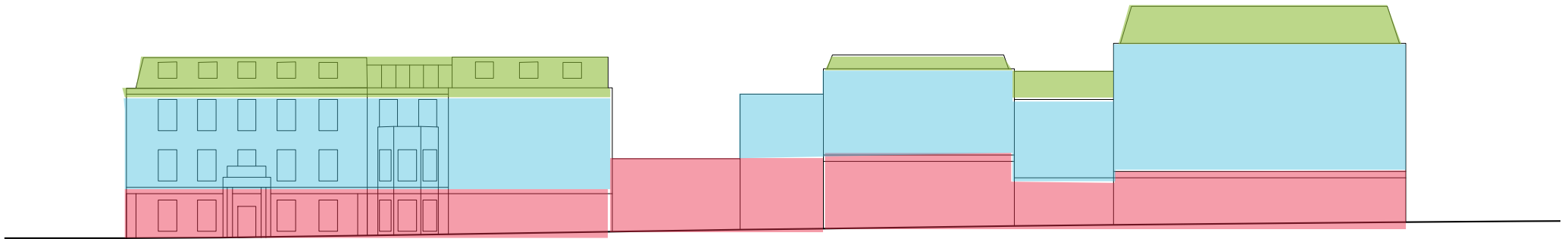
01.04 APPEARANCE AND COMPOSITION; ELEVATION DEVELOPMENT

Further design development has given the design team an opportunity to revisit the design of the proposal to ensure the overall composition and design is as strong as possible.

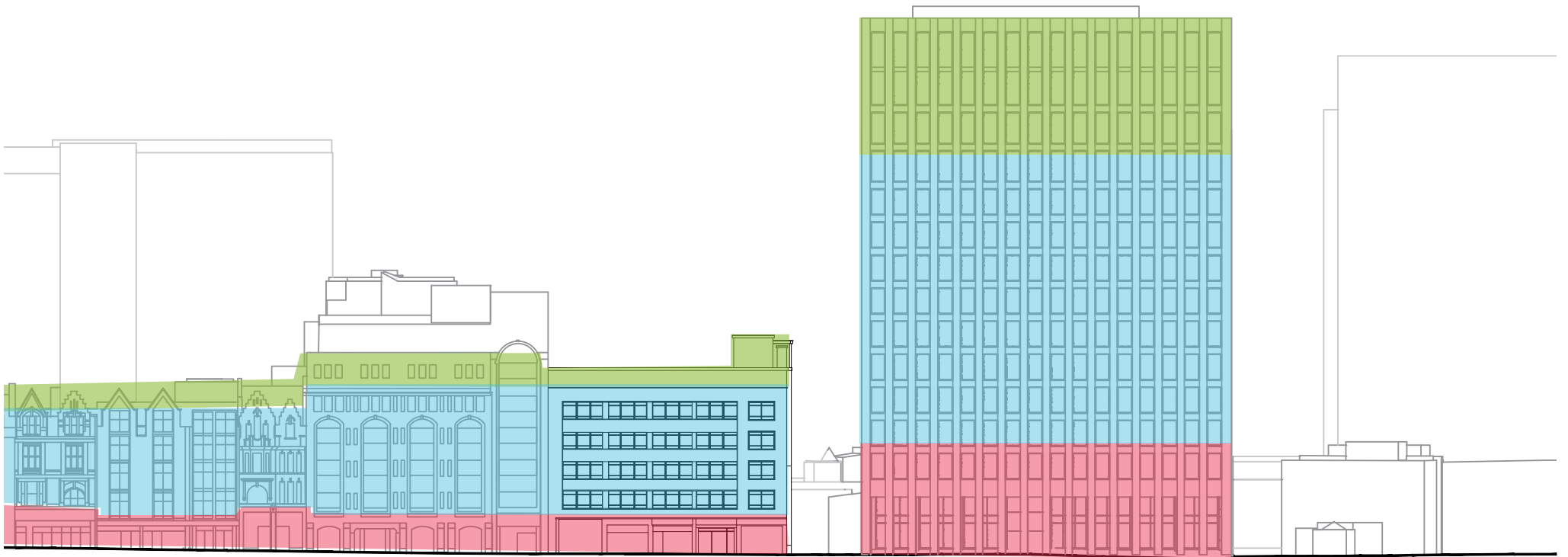
The design of the buildings exterior retains the majority of the principles highlighted within the previous Design and Access Statement. Design development has strengthened and reinforced the following key features of the design;

- Rhythm
- Hierarchy
- Layering
- Verticality
- Materiality

The following sections will seek to explain the subsequent design development; reinforcing the current design proposal and its principles.



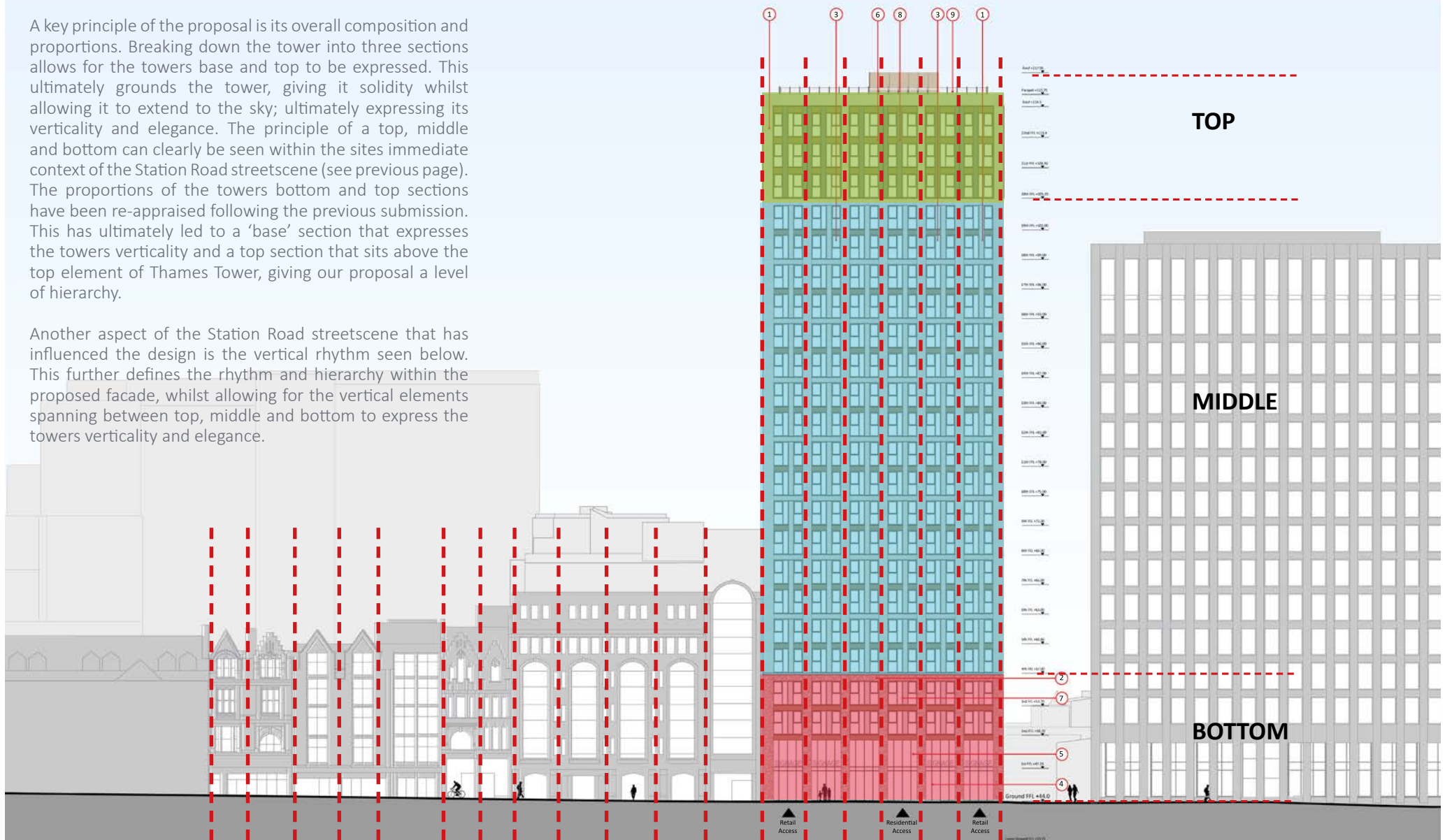
Existing Station Road Western Streetscape



Existing Station Road Eastern Streetscape

A key principle of the proposal is its overall composition and proportions. Breaking down the tower into three sections allows for the towers base and top to be expressed. This ultimately grounds the tower, giving it solidity whilst allowing it to extend to the sky; ultimately expressing its verticality and elegance. The principle of a top, middle and bottom can clearly be seen within the sites immediate context of the Station Road streetscene (see previous page). The proportions of the towers bottom and top sections have been re-appraised following the previous submission. This has ultimately led to a 'base' section that expresses the towers verticality and a top section that sits above the top element of Thames Tower, giving our proposal a level of hierarchy.

Another aspect of the Station Road streetscene that has influenced the design is the vertical rhythm seen below. This further defines the rhythm and hierarchy within the proposed facade, whilst allowing for the vertical elements spanning between top, middle and bottom to express the towers verticality and elegance.





Artists Impression- View from the Station.



Base Design; Pre-application Scoping Meeting



Base Design; Current Proposal

01.05 PLINTH DESIGN; SITTING WITHIN THE STREETSCENE

01.05 PLINTH DESIGN; SITTING WITHIN THE STREETSCENE

Following the withdrawal of the previous submission, various comments and feedback from the local planning department and statutory consultees suggested that further detail was required to explain the proposed relationship at street level.

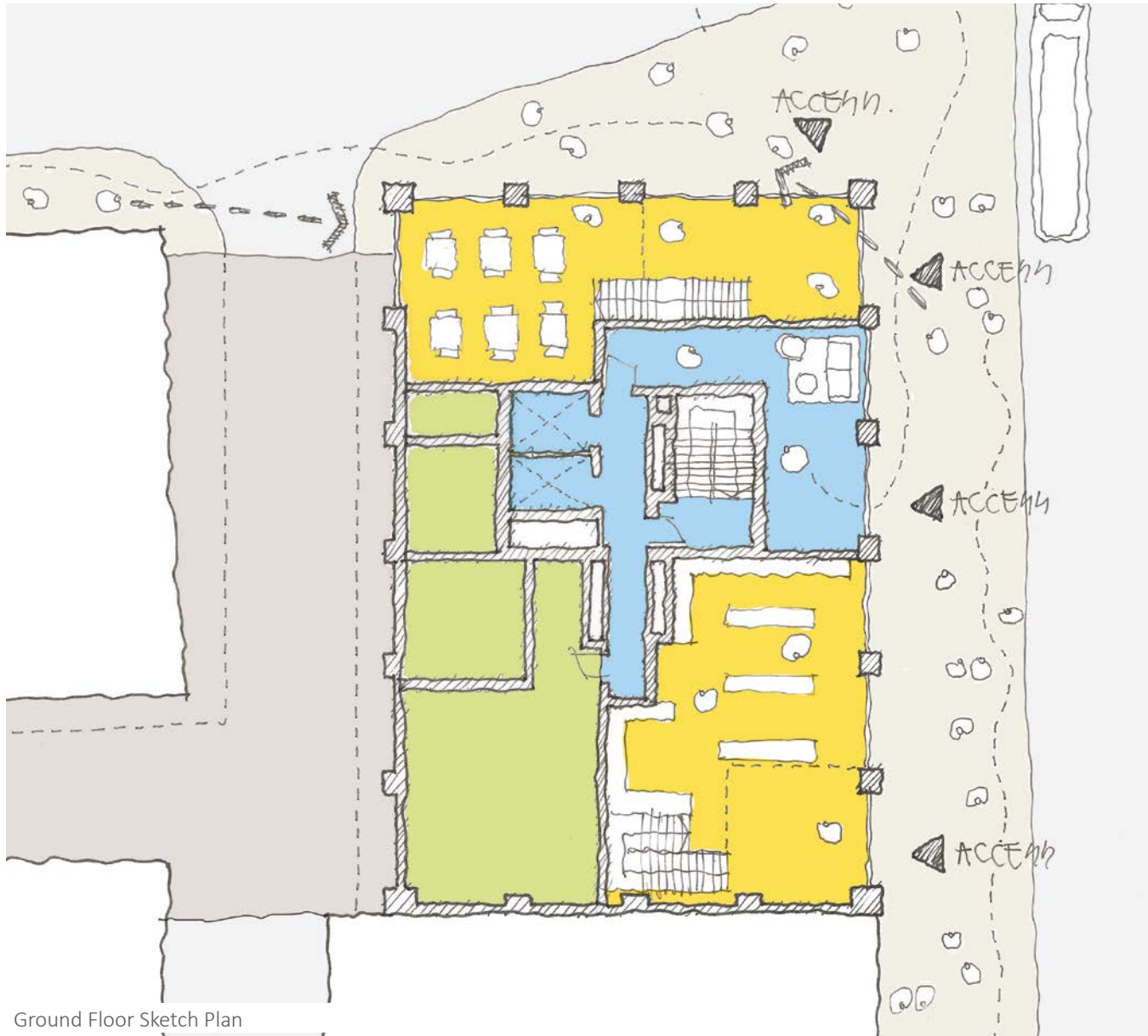
The 'base' section has undergone intense design development to ensure that this element of the building which is interacted with the most has been thoroughly considered. Feedback at the pre-application scoping meeting suggested the following;

- Openness and glazed aspect appears to have been lost
- Double height needs to be expressed
- Express the lower levels verticality
- Queries over the inclusion of the Juliet balconies

The way in which the building interacts with the Station Road streetscene has always been of particular importance, ensuring the tower still respects the human scale of the surrounding context. It is also important that the base expresses the verticality of the tower and offers a level of active frontage and transparency.

As the design has progressed, the base design has been simplified to allow it to express the double height retail units and residential lobby whilst creating a visual and physical link between inside and out. The base has also increased in height to further express the verticality and the proportions of the Malmaison. The Juliet balconies have been removed, with more subtle links to the historic malmaison being made in the height of the base and the vertical and horizontal proportions.

The use of brickwork gives the base hierarchy; utilising a material designed to be read in close proximity. The tactile material allows for a visual interaction at a human scale, whilst the vertical piers give the base solidity; holding up and grounding the tower above. The change in material also allows for the base to be read as a plinth; a language seen throughout Reading, specifically along Station Road.



Ground Floor Sketch Plan

The design of the base has been developed to maximise active frontage and transparency. The Ground and First floor of the proposal is made up of double height retail units and the residents lobby. The key being to allow for interaction between inside and out whilst also maximising the active frontage aspects within the proposal. The northern retail unit is key in achieving this; with three aspects of glazing providing active frontage to both Station Road and Garrard Street. This unit addresses a key corner of the site, allowing for views through the building, down Garrard Street and addressing views looking east along Garrard Street.



Artists Impression- The Base.



Artists Impression- Active Frontage along Station Road and Garrard Street

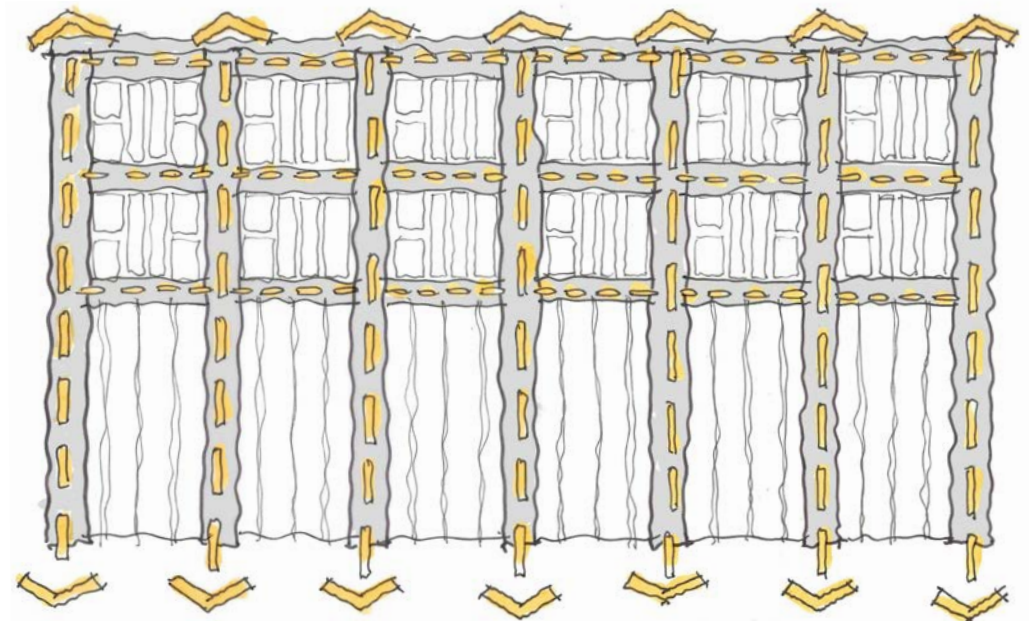
01.05 PLINTH DESIGN; SITTING WITHIN THE STREETSCENE

The relationship between the proposal and Malmaison is deemed to be especially important given the historic value of the Malmaison and its relationship with the proposed site. Following an analysis of the Malmaison it is apparent that there is a clear rhythm and hierarchy to its Station Road facade. This is expressed through a series of verticals with infill panels and an obvious vertical hierarchy.

The design of the proposals base references these proportions, through a series of verticals, with more contemporary glazed infills referencing the Malmaison. The horizontal proportions also subtly reference the Malmaison, with a larger double height base element and two smaller storeys above.



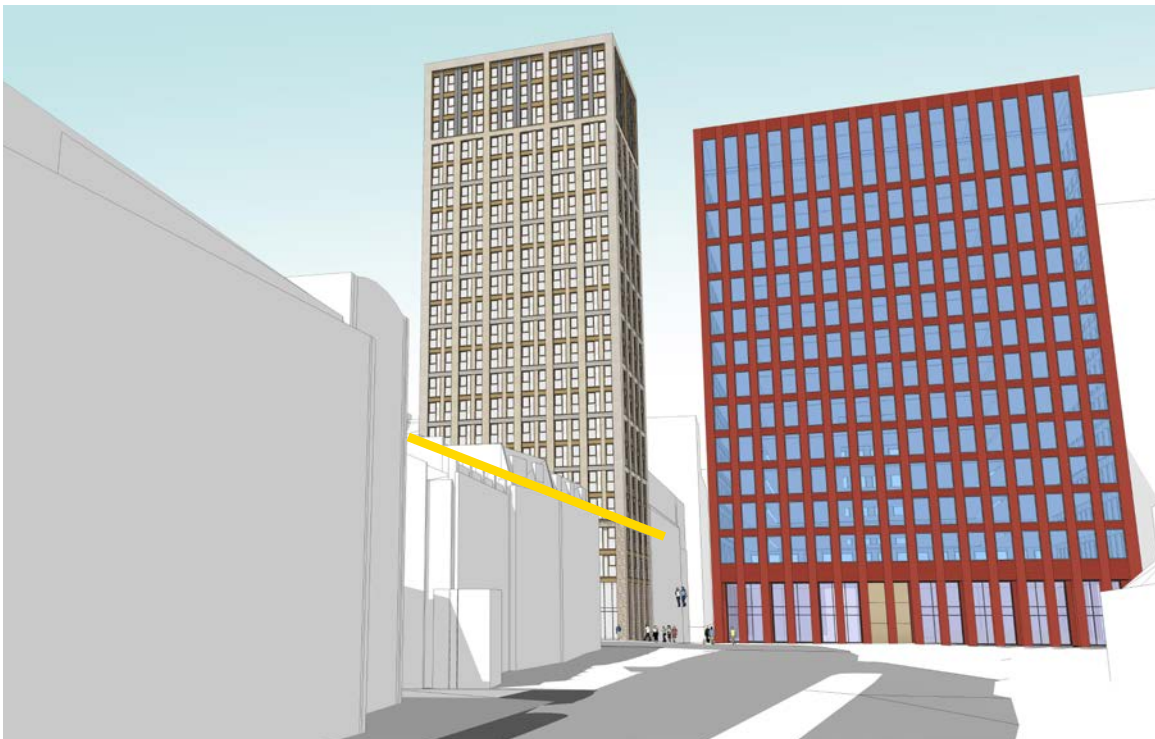
The Malmaison; Proportions / Verticals with infills



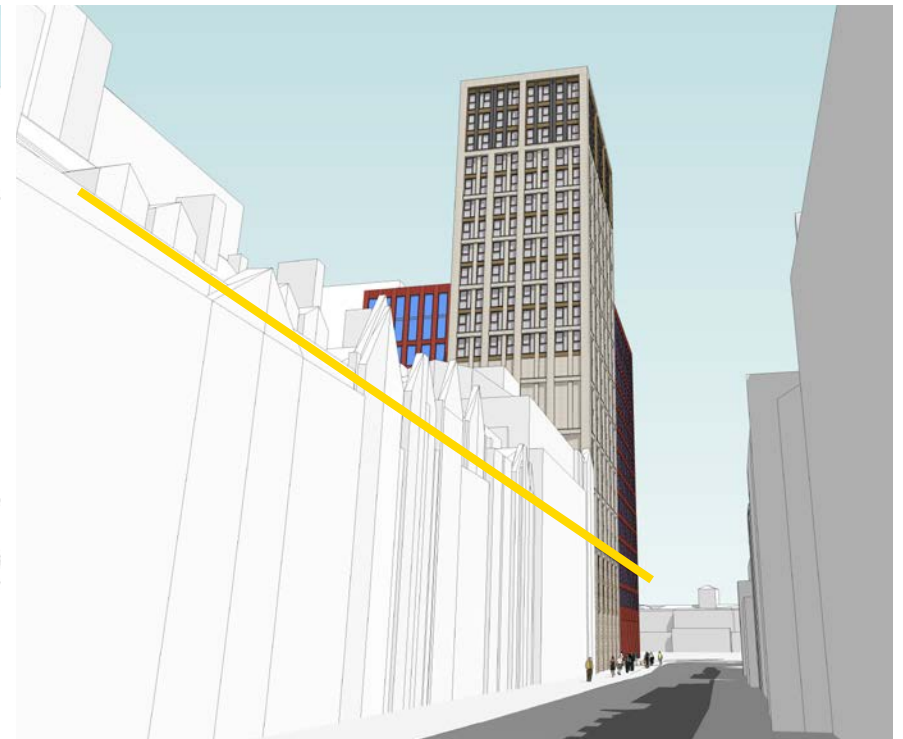
Referencing the Malmaison

01.05 PLINTH DESIGN; SITTING WITHIN THE STREETSCENE

The relationship between the proposal and Malmaison extends to the total height of the base element. The total height of the four storey base element is close to the total height of the Malmaison at approximately 12m. When this relationship is viewed from along Forbury Road there is a clear link in terms of eaves height. This link is replicated when a view is taken along Station Road when approaching from the south.



View down Forbury Road



View down Station Road



Reading Minster of St. Mary the Virgin



01.06 THE MATERIAL PALETTE

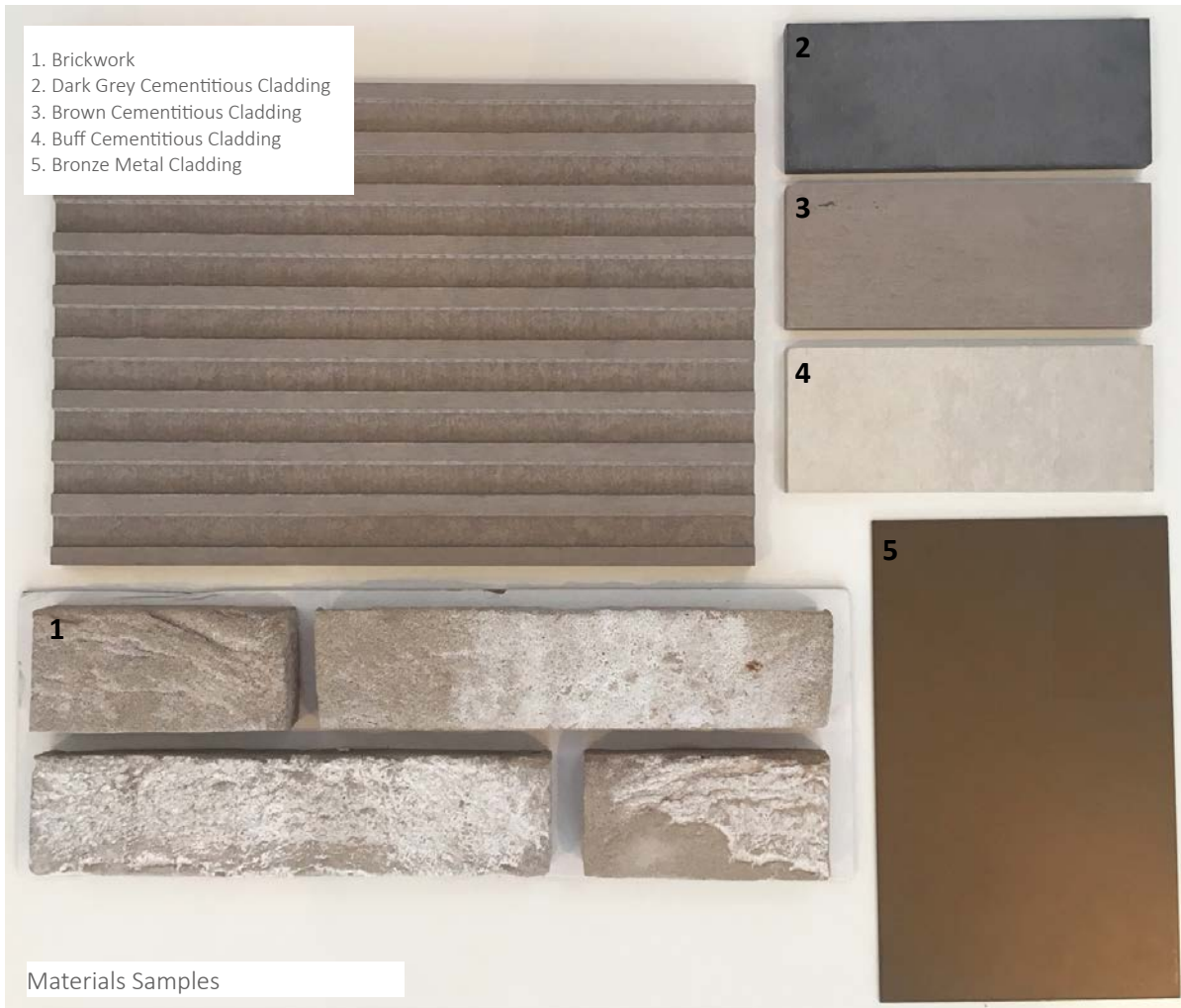
01.06 THE MATERIAL PALETTE

The proposed materiality has received further refinement as the project has been developed. The previous projects primary material was brickwork, which posed a number of issues due to the height of the proposal in terms of maintenance and safety concerns. The new materials palette seeks to reference the same rationale as the previous brickwork proposal, with a palette of colours which references the traditional flint buildings found throughout Reading. This provides a natural but contemporary feel to the proposed materials, with a palette of greys, browns and bronze shades.

The choice of materials has been selected to further emphasise the top, middle and bottom approach to the buildings design. Different materials have been selected based on how the particular element will be interacted with. Whilst the base is seen up close and should reference the human scale, the buildings top will only be viewed from a distance and the choice of material should express this. Brickwork will still be utilised in the building 'base', giving hierachy to the element that will be interacted with the most and fitting within the Station Road street scene. The brickwork offers a tactile material at base level that can be viewed and interacted with.

Once the building extends above the base element, the focus of the design is to express the towers verticality, through the primary and secondary vertical elements found across the facade. In order to express this verticality it was felt that a larger format cladding solution was required, to give larger vertical lengths. In doing this a solution which gives a degree of texture and variety across the facade was desired, to provide a natural yet contemporary finish.

A subtle change in materiality takes place within the top element of the proposal. A change in cladding colour allows for the top to be defined without the introduction of another material. The darker grey cladding at the top allows for this section to stand out, particularly when being viewed from a distance which will be the primary relationship with the top of the building.



Materials Samples



Cementitious Cladding Precedents

The previous designs use of brick has been reviewed by the design team following the comments made through the October 2015 applications consultation process and continued design development. This has seen the proposals developed through detailed design and investigations around issues surrounding buildability. Given the sites context in a primary location within the town centre the method of construction for the development and the façade in particular is limited requiring careful consideration. These issues are particularly evident given the sites relationship to both Station Road and Brunel House, placing a number of constraints on what is achievable. This alongside the proposed height of the development mean that a traditional brick construction would be unachievable. For this reason we would be required to opt for a brick slip cladding as an alternative, a construction method that Richard at Reading Borough Council suggested they may have difficulties with at our Pre-application scoping meeting on the 22nd June 2016. At the meeting Richard expressed concerns over the honesty of materials through the use of brick slips.

A brick slip construction would still pose similar ongoing maintenance constraints as traditional brick construction, requiring regular maintenance including repointing of the brickwork. The current preferred maintenance and cleaning strategy seeks to remove the need for a costly and unsightly Building Maintenance Unit that may be deemed necessary under the CDM regulations if the external materials maintenance was deemed to be onerous. We are also aware that Reading Borough Council would prefer a proposal that steered away from a requirement for a Building Maintenance Unit given the projects importance and prominence within the town centre.

The above concerns have led to a process of investigating the options available for the external cladding. The primary aim being maintaining the design intent and quality of design in terms of the facades hierarchy, appearance and quality of materials. At the scoping meeting on the 22nd June 2016 Richard expressed concerns over the proposed use of a High Pressure Laminate cladding, suggesting that a natural cladding

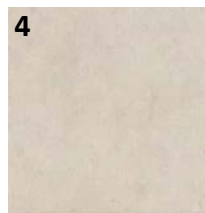
solution should be sought, such as a stone composite cladding. Upon further investigation and after a cementitious cladding had been researched in great detail, the design team believe this is a solution that deals with the issues surrounding buildability and is of an equal if not greater quality to the previous brick proposal. The use of the cementitious cladding system has led to a material palette which continues to reference the colour palette found in the traditional flint church typology seen across Reading. The cementitious cladding provides a perfect solution, providing the desired natural finish with an element of texture whilst also being contemporary. The material also provides the necessary robustness for a building of this scale whilst being easy to clean and maintain. The efficiency of the cementitious cladding system will be a positive addition to the project, reducing wastage due to the regularised structural size and frame, making the cutting and scheduling of the board easy to facilitate.

Both the pre-application consultation process and design review panel have led to outstanding concerns and further justification being requested for the cementitious cladding. To date the design team have been referencing Marley Eternit Equitone cladding a particular cementitious cladding product. Whilst there are other equal or approved systems on the market the team have entered in to dialogue with Marley Eternit to provide samples and gain further information to help alleviate any concerns. Particular concern has been raised in relation to the claddings durability, longevity and quality, particularly in relation to the potential for bleaching. Following a meeting with Marley Eternit, information has been provided demonstrating the claddings performance criteria. The proposed cladding has the required BBA certification with an expected life span of minimum 30 years, with a decorative life of at least 15 years. The cladding has also under gone specific testing in relation to colour durability and staining. This testing has been extensive with various methods being under taken including the Florida outside exposure test.

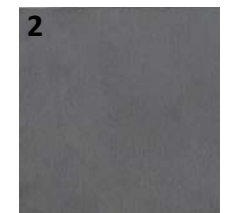
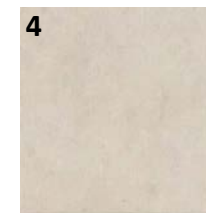
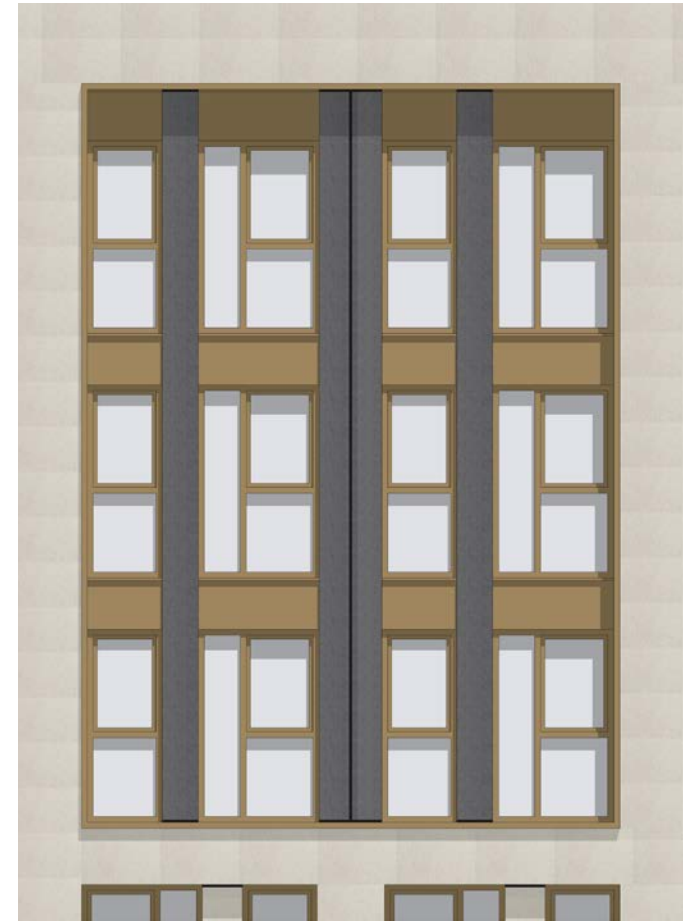
BOTTOM

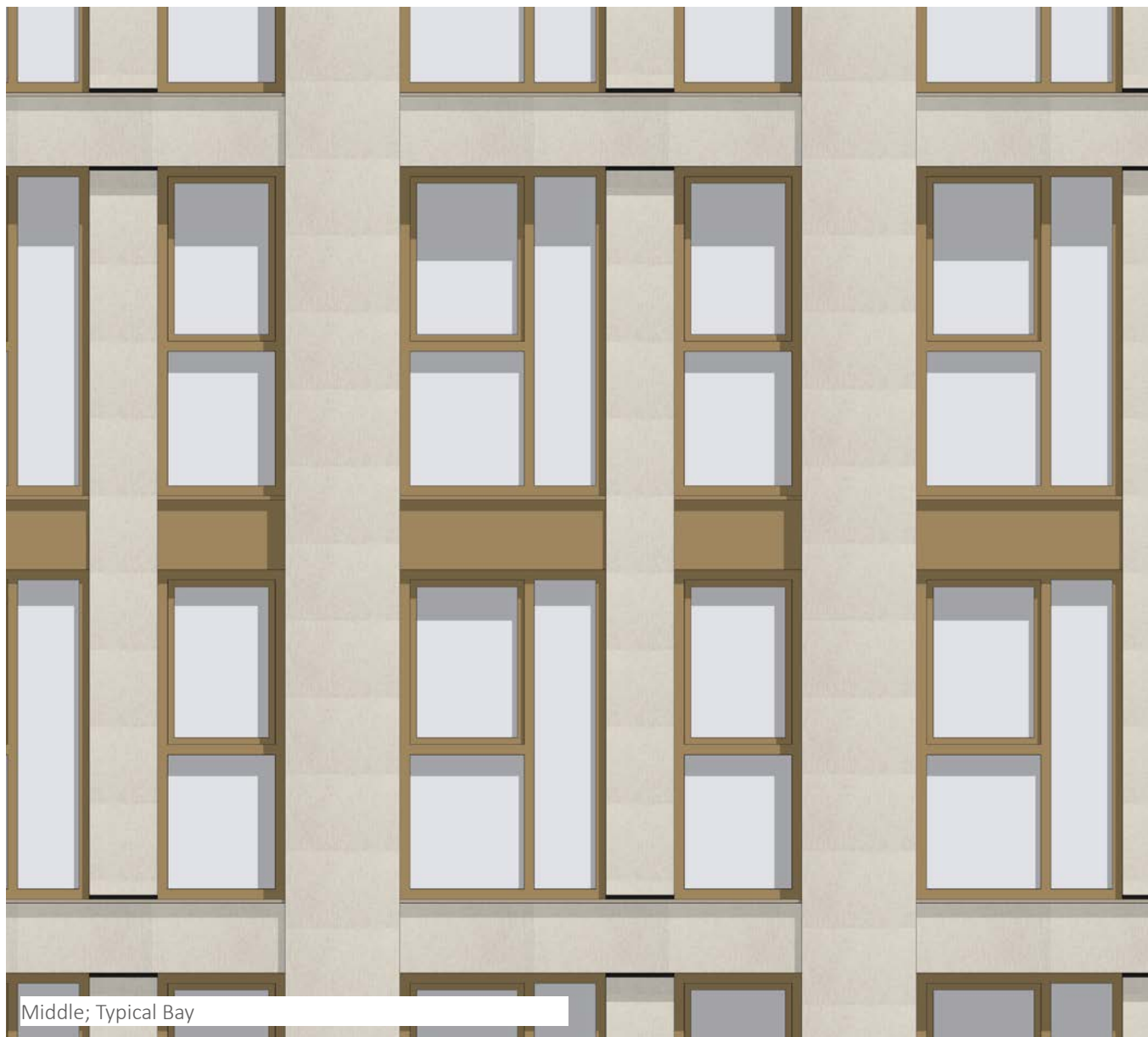


MIDDLE



TOP





Middle; Typical Bay

01.07 THE TYPICAL BAYS

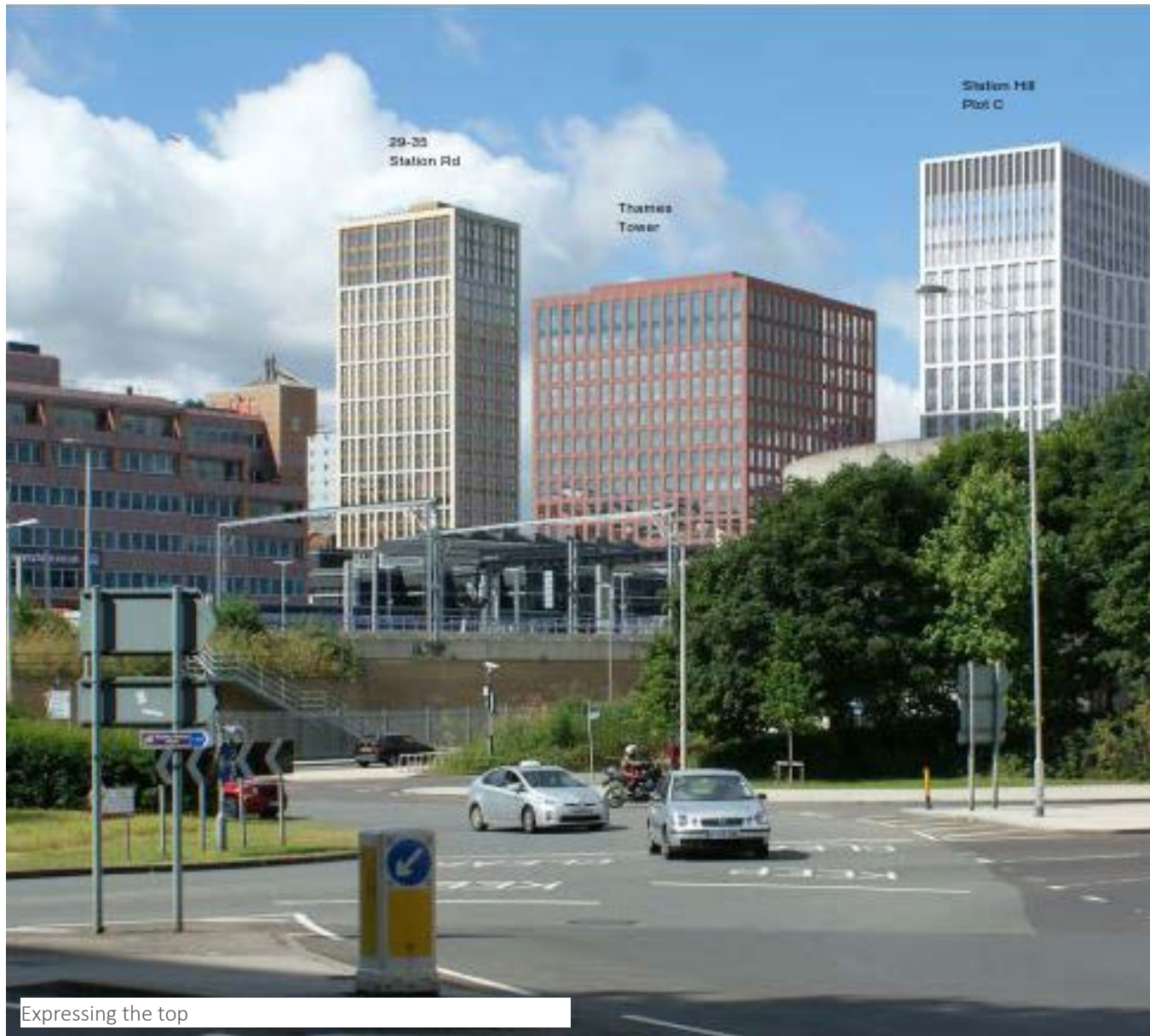
Once the building extends above the base element the focus of the design is to express the towers verticality, through the primary and secondary vertical elements found across the facade.

In order to express this verticality, it was felt that larger format cladding solution was required, to give larger vertical lengths. In doing this, a solution which gives a degree of texture and difference across the facade was desired, to provide a natural yet contemporary finish.

The layered approach to the typical bay establishes a hierarchy, starting with the primary vertical piers through to the individual windows. All of the elements within the facade are broken down to express the buildings verticality. This is particularly evident with the typical two storey bay, which allows for the vertical proportion to be emphasised. Within each bay this hierarchy is also expressed through the depth of reveals, ranging from the primary verticals back to the windows. This establishes a sectional hierarchy giving the facade depth and quality.



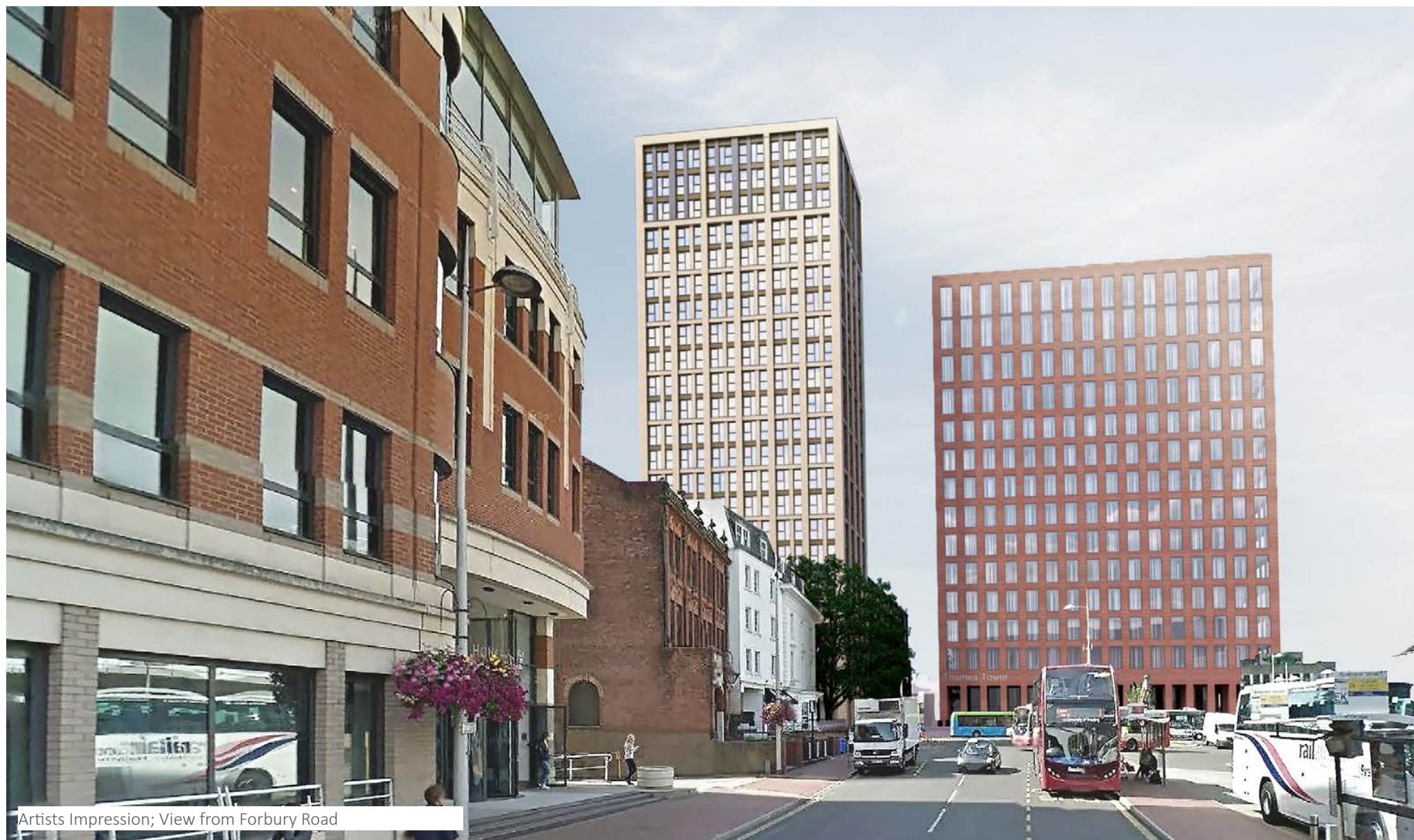
Artists Impression; the top



Expressing the top

The change in proportion and in materiality at the top of the tower has been designed to express the tower's top element; the part of the building most commonly viewed from a distance. The termination of the secondary vertical elements allows the primary elements to continue, giving further hierarchy and terminating the building.

This along with the darker grey cladding provides a language that is easily distinguished from a distance. Whilst the base of the tower is designed to be experienced at close proximity, the top is designed to be interacted with from a distance. The bold framing element and darker material allow the top of the building to stand out.



Artists Impression; View from Forbury Road



View down Station Road; Southern fenestration



View down Station Road; Blank Gable