



PLOT E AND TELECOM HOUSE

Outline Application
Updated Design Codes

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December 2015



INTRODUCTION

These Residential and Retail Design Codes have been prepared on behalf of Sackville Developments Reading Limited (SDRL), in support of an Outline Planning Application for the redevelopment of Friars Walk Shopping Center and Telecom House in Reading.

The document should be read in conjunction with the Parameter Plans and the Design and Access Statement.

CONTENTS

1	RESIDENTIAL DESIGN CODES	1
1.1	general composition and materials	1
1.2	definition of building tops and relationship between plots	3
1.3	ground floor uses, residential aspect and amenity space	9
2	THE RETAIL DESIGN CODES	13
2.1	friars walk and garrard street retail frontages at ground floor	13
2.2	friar street retail frontages at ground floor	15
3	FRIARS WALK & COURTYARD DESIGN CODES	17
3.1	general strategy	17
3.2	character zones	18
3.3	hard landscaping and paving material	18
3.4	trees and soft landscaping	19
3.5	street furniture and lighting	19

1 RESIDENTIAL DESIGN CODES

1.1 GENERAL COMPOSITION AND MATERIALS

Illustrations of how these Residential Design Codes could be applied are provided in the supporting Design and Access Statement.

General composition

- The design of the buildings must reflect their predominantly domestic use.
- Buildings heights (north to south) must cascade from high to low, as illustrated in figure 1 opposite. This should mediate the overall massing between the commercial buildings to the north and those facing onto Friar Street to the south.
- Within courtyards a lighter coloured material must be used to reflect the available daylight.
- Window openings must be set back by a minimum of one brick deep from the facade of the external walls in order to introduce depth and relief to the facades.
- Where provided balconies must have a minimum clear depth of 1500mm between the building face and the back of the balcony enclosure.
- The elevations of buildings on plot E and F must share a common architectural language so that they complement one another. This could be achieved by the use of similar materials or design features.

Materials for the Principal facades

The materials must be of good quality and must be selected from the following palette:

- Facing brick
- Reconstituted or natural stone
- Anodised aluminium
- Glass
- Architectural metalwork
- Self finish render
- Integrated louvre panels

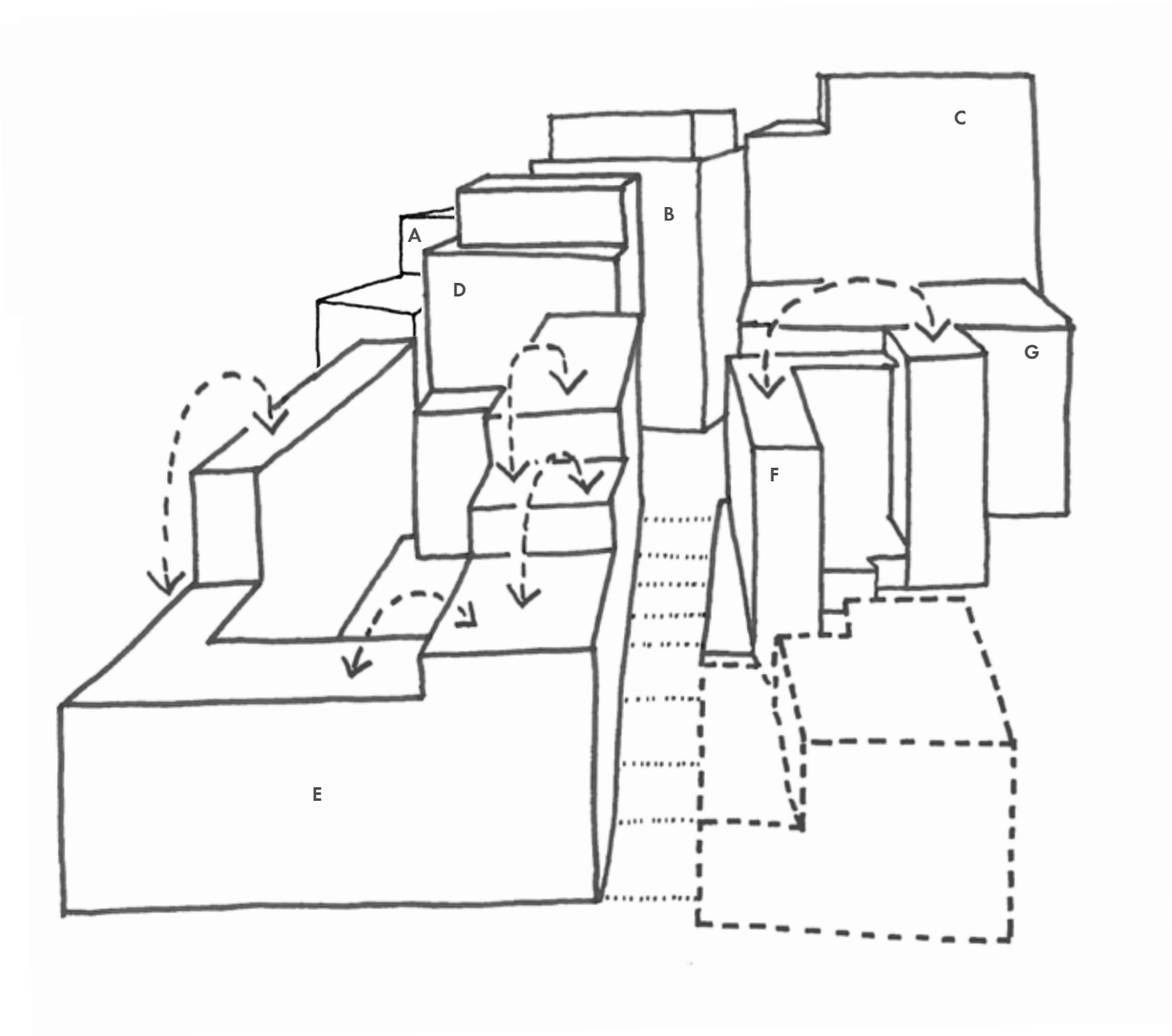


Figure 1: Buildings cascade from high to low.
The diagram shows in a dashed line the adjacent existing buildings on Friar Street that do not form part of this application.
Note that Plots A, B, C, D, G and F do not form part of this application.

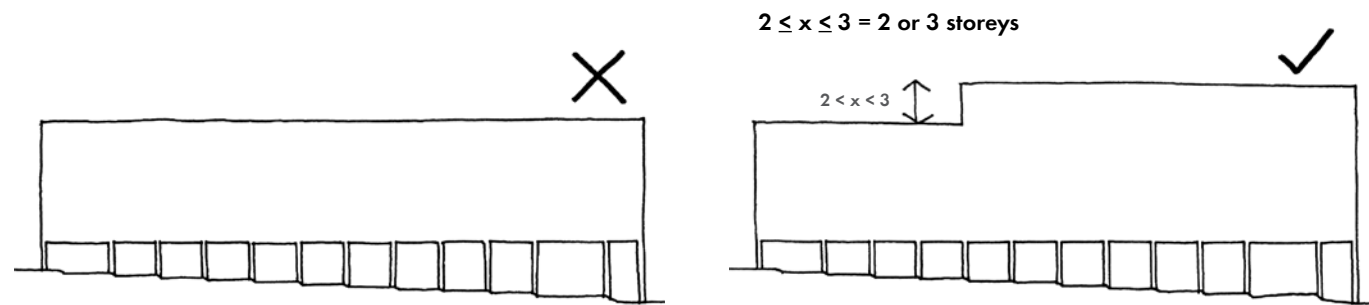


Figure 2: Buildings must have at least one storey up from Friar Street toward the centre of the scheme

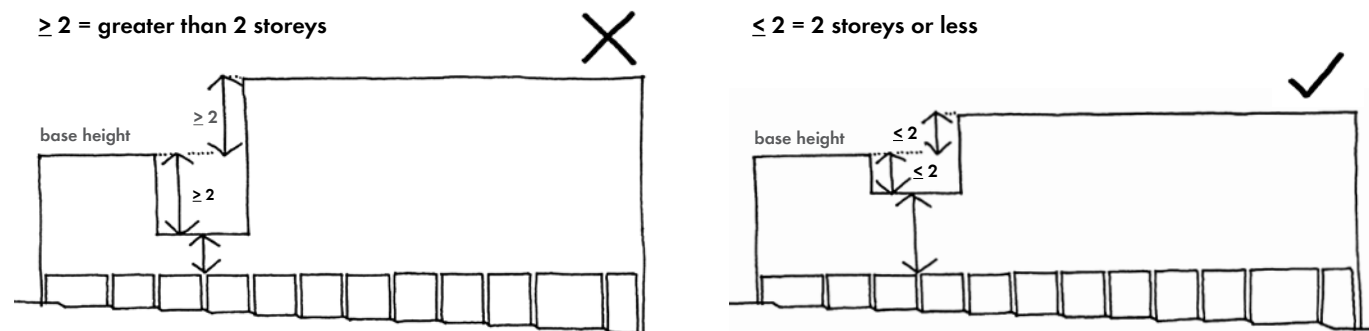


Figure 3: Maximum height difference of building tops



Figure 4: Sequence of stepping down and up of building tops and their height relationships

1.2 DEFINITION OF BUILDING TOPS AND RELATIONSHIP BETWEEN PLOTS

Relationship between building plots

The minimum distance between the principal facades on the residential levels of building E and F will be 18 metres. At ground floor level, the distance between the plots ranges from 8m to 15.4m.

Definition of building tops along Friars Walk

In addition to the general rule of the building heights within the overall scheme (north to south) cascading from high to low, the following rules for the residential building E must apply:

- There has to be at least one storey up of the buildings in height in order to mediate between the lower scale buildings facing onto Friar Street and the office buildings to the north. This is illustrated in figure 2 to the left.
- If there is a step down of the building height, it must be equal or less than two storeys than the base height, as illustrated in figure 3. The subsequent step up of the building must then be at least two storeys higher than the original base height.
- Every step up in building height towards the centre of the scheme must be higher than the previous step up in height, as illustrated in figure 4.

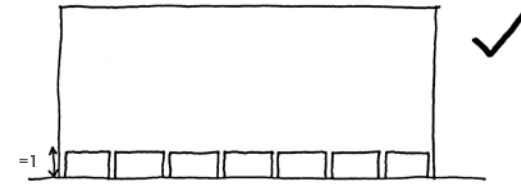
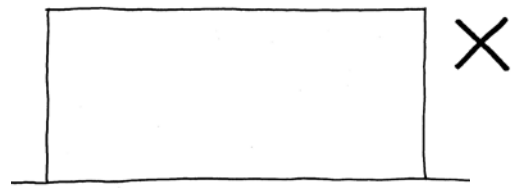


Figure 5 : Base composition

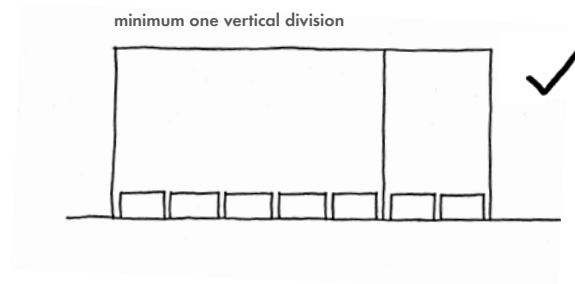
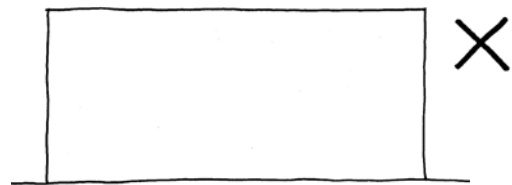
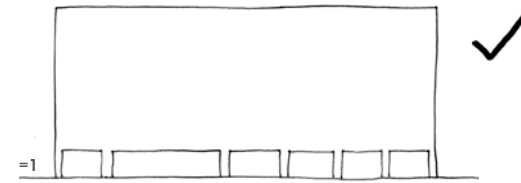


Figure 6: Middle division

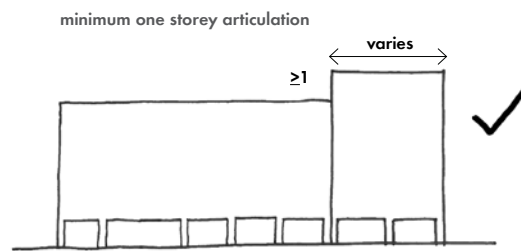
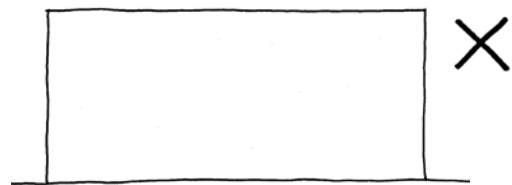
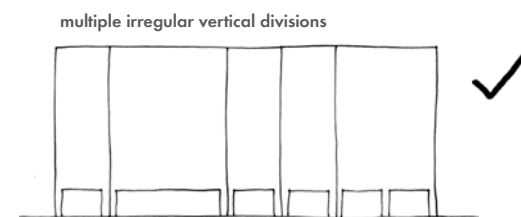


Figure 7 : Top articulation

Friar Street elevation

- **Base composition**
The active ground floor should be defined by a series of regular articulated bays.
The height of the bays should be no greater than the ground storey in height.
The number of bays should complement the vertical divisions of the upper storeys.
- **Middle division**
The vertical subdivision of the facade facing Friar Street should have a minimum of two expressions in order to reduce the monolithic effect of the length of the single facade.
- **Top articulation**
The western side of the elevation should step down by the equivalent of one storey.

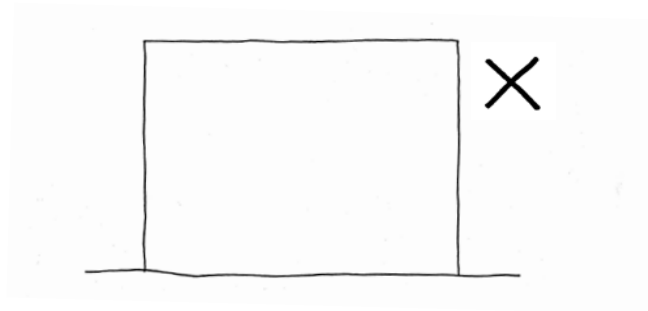


Figure 8 : Base composition

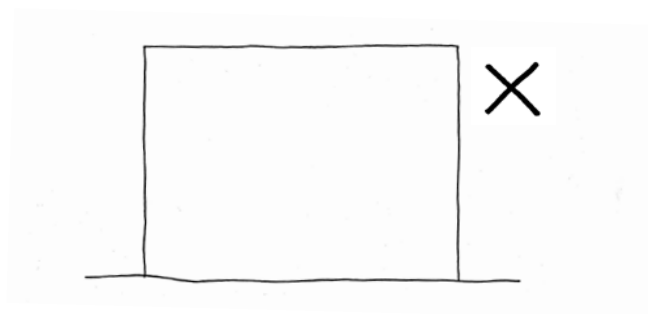
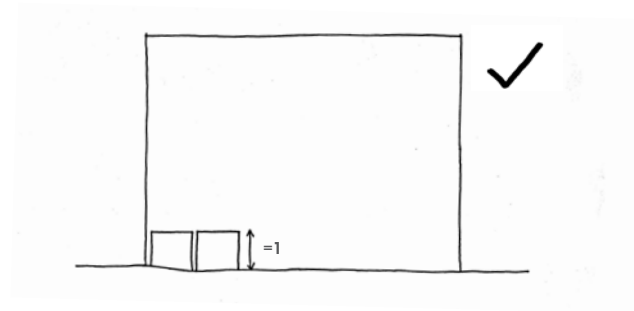
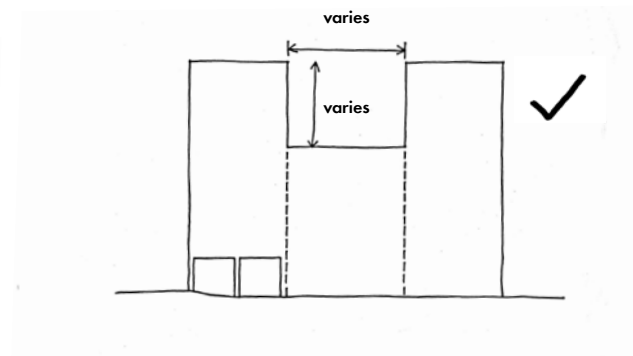


Figure 9: Articulation



Garrard Street elevation

- Composition

The rhythm expressed in the retail units on Friars Walk shall return along the frontage of Garrard Street for two bays.

- Fold

The facade on Garrard Street shall fold so that the building line follows that of the adjacent highway.

- Articulation

The top of the facade facing Garrard Street may be articulated by the introduction of variations in height along its frontage.

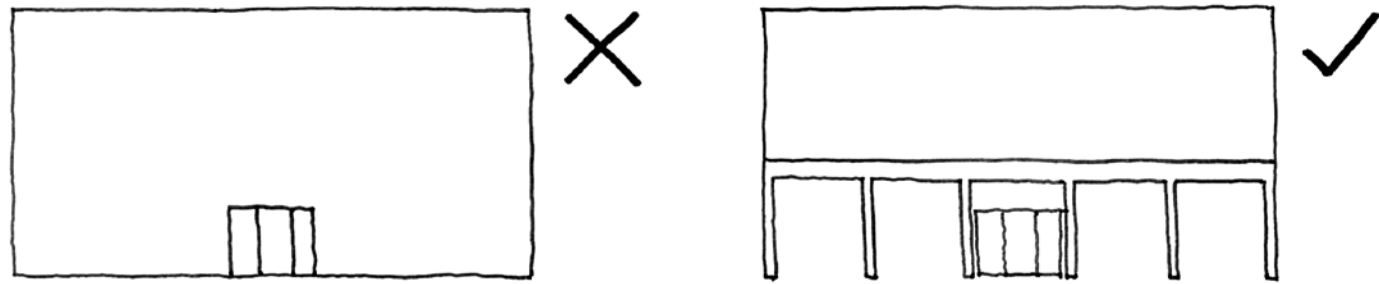


Figure 10 : Active ground floor usage

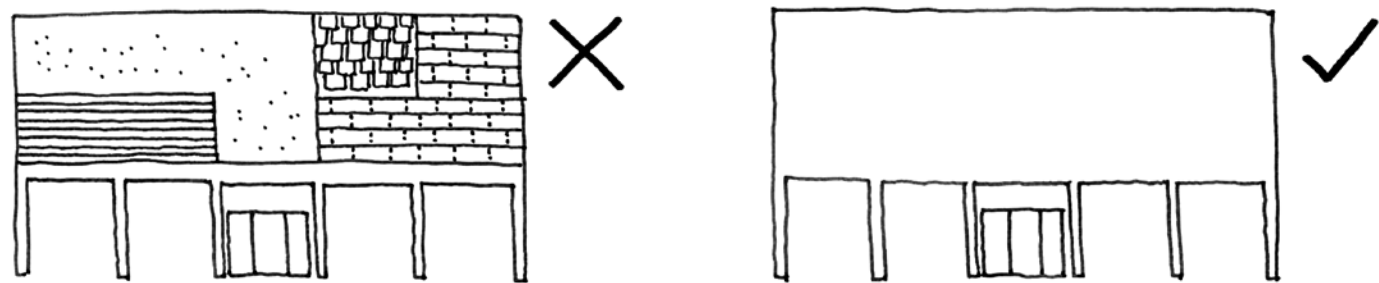


Figure 11: Materials consistency on each elevation

1.3 GROUND FLOOR USES, RESIDENTIAL ASPECT AND AMENITY SPACE

Active ground floor usage

The use of active frontages must be incorporated within the scheme, as illustrated in figure 10. This is further explained in the Parameter Plan 6 identifying the zones for active frontages.

Residential aspect

Apartments with windows only facing north must be avoided.

Bin and bicycle storage

Secure bin and bicycle storage must be provided within the plot.

Materials consistency

Use of several materials on any one elevation is to be discouraged, as illustrated in figure 11 to the left. Each elevation must be finished in a principal facing material, with other materials used to enhance the proposed design aesthetic.

Residential amenity space

Each apartment should have access to a private balcony and/or shared private amenity space.

Roof garden terraces

Shared garden terraces must be contained behind metalwork balustrades and/or glass screens. Adequate storage for equipment to maintain the garden terraces must be provided. A water point for the irrigation of planting must be provided.

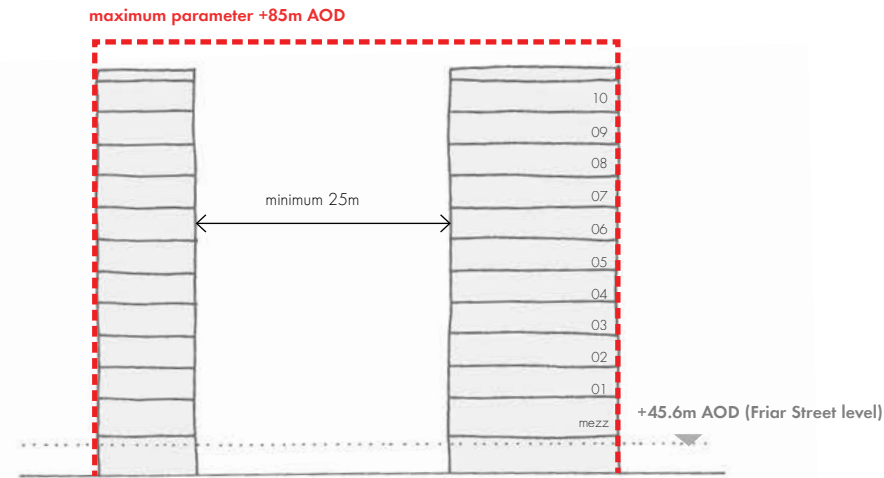


Figure 12: Maximum Courtyard scheme minimum distance diagram

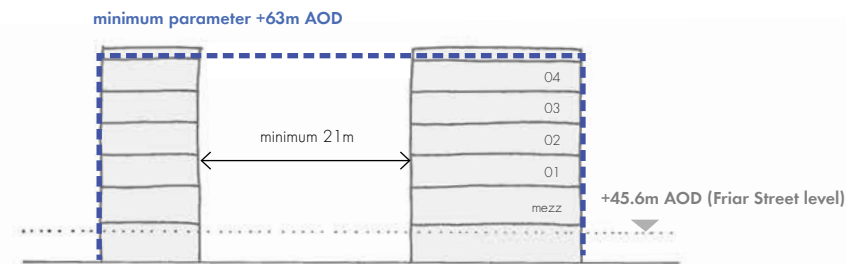


Figure 13: Minimum Courtyard scheme minimum distance diagram

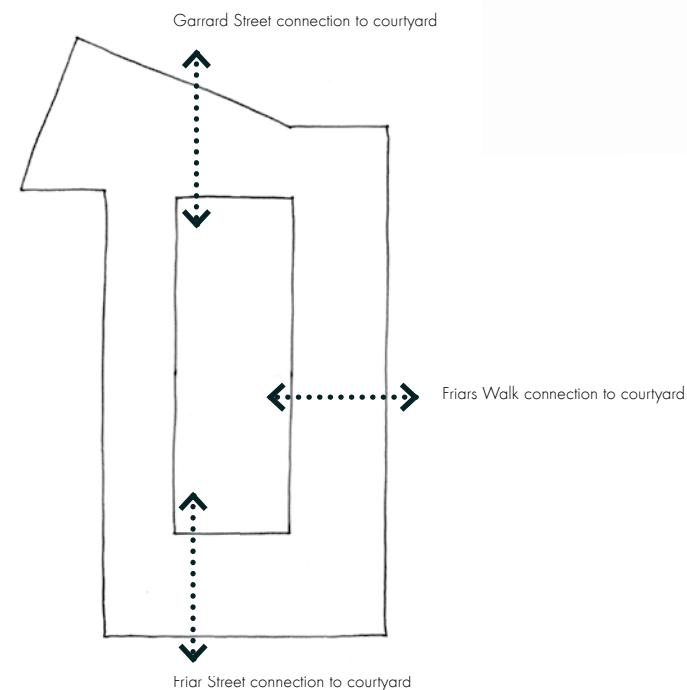


Figure 14: Courtyard scheme permeability diagram. Routes shown are indicative only.

Courtyard scheme option (if proposed)

The proportions between the width of the courtyard and the heights of the buildings that surround it are linked. This is important to maintain adequate residential privacy and to ensure there is suitable light penetration to the flats and the courtyard.

Figure 12 shows the minimum dimension for the courtyard taken between the facades possible if the heights of the buildings that surround it follow the maximum AOD height set out in the Parameter Plans.

Figure 13 shows the minimum dimension for the courtyard taken between the principal faces of the facades possible if the heights of the buildings that surround it follow the minimum AOD height set out in the Parameter Plans.

If the building heights are generally six floors or lower, a minimum of 23 metres separation will be required between buildings. If the building heights are generally eight floors or over, a minimum of 25 metres separation will be required between buildings.

A route between the courtyard and Friars Walk, Friar Street and Garrard Street must be incorporated into the design. The route must be open to the public during daylight hours but may be closed overnight. The route will be no less than 2.5 metres wide.

The layout of the courtyard and management of the space (e.g. through opening times) will be controlled to ensure that the commercial uses do not conflict with the living environment of residents.

The parapets of the buildings surrounding it should be set at a level to allow adequate light penetration to the base of the courtyards.

The screens, enclosures or gates to the courtyard from the surrounding public realm shall be designed to a high quality using natural materials including metal and timber.

Surface materials forming the thresholds between the

courtyard and the surrounding public realm shall be well considered and designed with appropriate high quality materials.

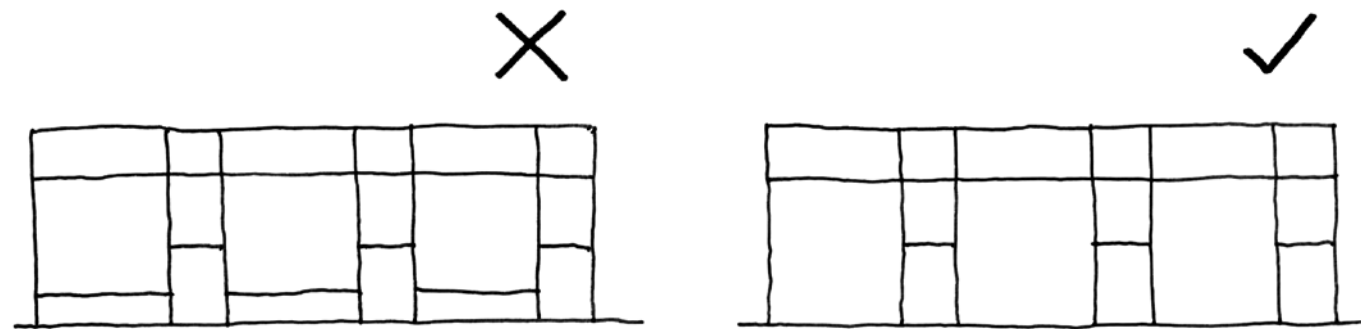


Figure 13: Retail facades
This diagram illustrates that the glazing to shopfronts should be full height without any stall risers

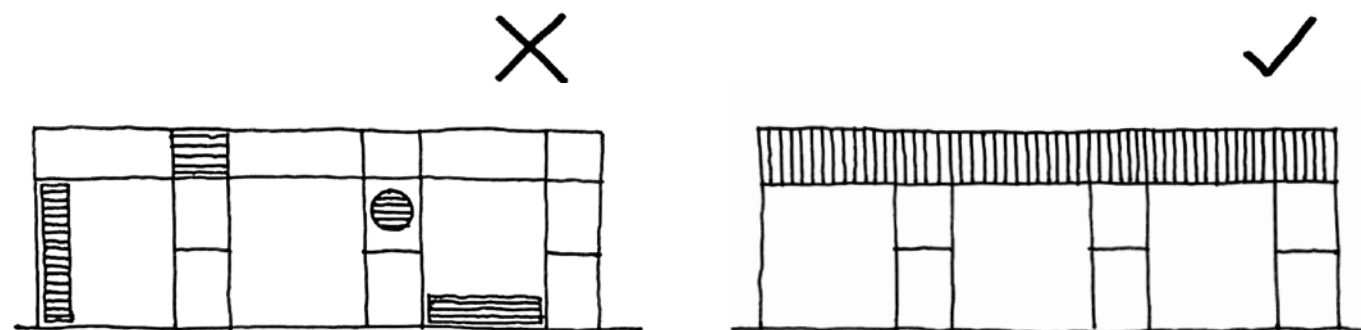


Figure 14: Retail facades - Services opening zones
This diagram illustrates that the service opening zone must be in a consistent location above the shop front glazing of each retail unit

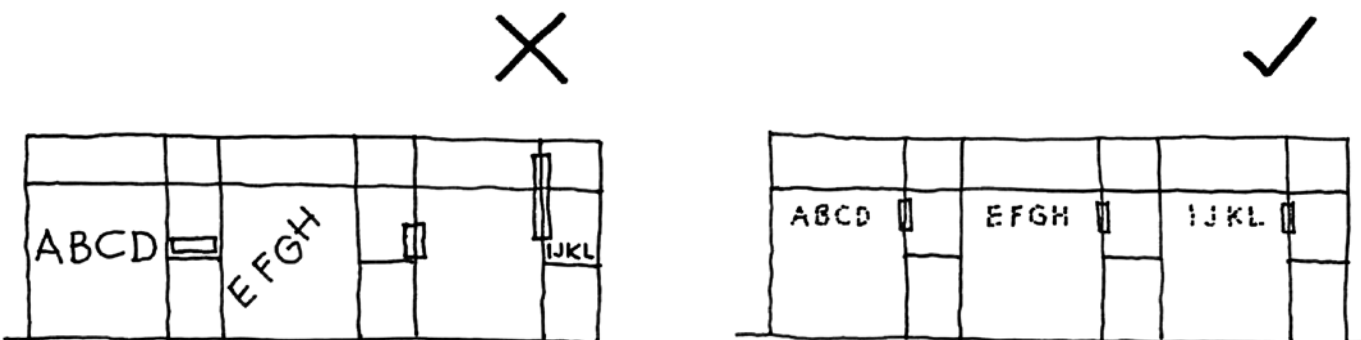


Figure 15: Retail facades - Shop signage
This diagram illustrates that the shop signage must be located behind the glazing but not attached to it and that projecting signs must be of a consistent size and located in the same position to each of the other retail units

2 THE RETAIL DESIGN CODES

2.1 FRIARS WALK AND GARRARD STREET RETAIL FRONTAGES AT GROUND FLOOR

Illustrations of how these Retail Design Codes could be applied are provided in the supporting Design and Access Statement.

Retail units at ground floor level will help to distinguish the spaces while making them attractive environments. The following design guidance must be met:

- There must be a high degree of transparency between the public realm and the building interior.
- Shop fronts and entrances to shops must be arranged to achieve a regular rhythm.
- There must be a limited number of shopfront designs throughout the development. Variations in design based on a common formula should help to unify the retail component as a whole while distinguishing between key spaces and routes.
- The glazing to shopfronts must be full height without any stall risers, as illustrated in figure 13.
- The services opening zone must be in a consistent location above the shopfront glazing of each retail unit, as illustrated in figure 14.
- Coordinated shop signage must be applied within the designated zone, as illustrated in figure 15.
- Shop signage must be located behind the glazing but not attached to it.
- Projecting signs should be of a consistent size and located in the same position to each of the other retail units, as illustrated in figure 15.



Figure 16: Retail facades - Shop signage and stall risers

This diagram illustrates that the shop signage must be located behind the glazing but not attached to it and that projecting signs must be of a consistent size and located onto the cladding system in the same position to each of the other retail units. Stall risers are permitted for Friar Street retail units but must not be higher than 300mm.

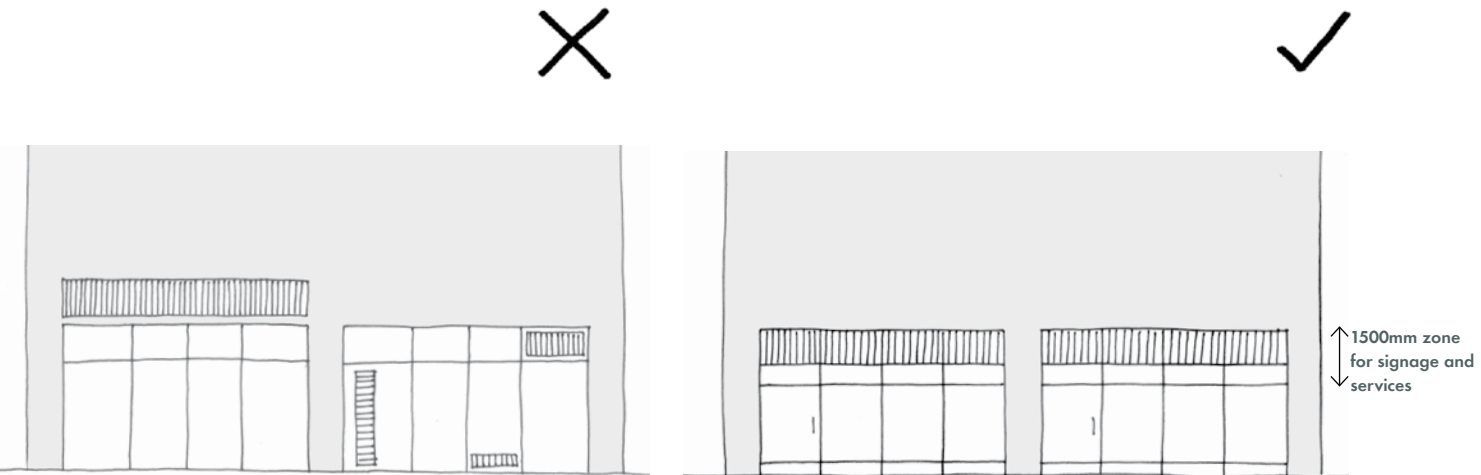


Figure 17: Retail facades - Service opening zone

This diagram illustrates that the services opening must be in a consistent location above the shop front glazing of each retail unit and integrated within the dedicated 1500mm zone.

2.2 FRIAR STREET RETAIL FRONTAGES AT GROUND FLOOR

Retail units along Friar Street must be carefully considered to integrate with the existing traditional street scene. The following design guidance must be met :

- Shop fronts and entrances to shops must be arranged to achieve a regular rhythm.
- The glazing to shopfronts must be full height with stall risers accepted, not exceeding 300mm high.
- The services opening zone must be in a consistent location above the shopfront glazing of each retail unit, inside the 1500mm designated zone as illustrated in figure 17.
- Coordinated shop signage must be applied within the 1500mm designated zone, as illustrated in figure 16.
- Shop signage must be located behind the glazing but not attached to it.
- Projecting signs should be of a consistent size and located onto the cladding system, in the same position to each of the other retail units as illustrated in figure 16.



Illustrative landscape plan of Friars Walk

3 FRIARS WALK AND COURTYARD DESIGN CODES

3.1 GENERAL STRATEGY

Friars walk will provide a key link between the Station Hill development and the town centre.

Key design principles for the space include:

- Framing long views into the central square through careful positioning of trees and street furniture.
- A non-cluttered approach should be used to address the footfall through Friars Walk and also maintain a open usable space in a relatively narrow corridor.
- Provide inclusive/compliant access which addresses the significant level changes between the northern and southern ends.
- Ensure level access into building frontages.
All selected tree species should be tolerant to conditions that are present within Friars Walk e.g. shade.

Friars Walk must be compliant with the approved Public Realm Design Codes for Station Hill 3 (SH3) masterplan as follows.

General strategy

Critical to the success of the project is the quality and consistency of the landscape and public realm. It is important, not only in terms of the overall design and materiality, but also the relationship between the public realm and architecture of both proposed and existing buildings, especially at key threshold points which lead into the new development and the surrounding area.

The key objectives of the public realm are to:

- Establish a clear identity for the development that reflects the site's important town centre location.
- Improve pedestrian permeability across the site, including enhancing connectivity from the primary shopping area to the south and the railway station to the north.

Site wide principles

Overarching requirements include:

- The public realm layout and details must give priority to pedestrians over other users in the following order of descending importance: Pedestrians, including those with mobility, visual and other impairments; cyclists service and maintenance vehicles and finally private motor vehicles.
- New streets and spaces must be designed to minimise clutter.
- All street furniture elements within the streetscape must be co-ordinated in design, style and appearance.
- Pedestrians must be able to move freely through the street and open space on a continuous surface.
- The public realm must be provided with appropriate levels of lighting to allow safe and easy access and movement at day and night.
- Signage elements must be used to aid wayfinding and orientation and, where appropriate, co-ordinate with any wider town centre scheme.
- Elements of street furniture or public art may be included to assist wayfinding.
- All public realm areas will be designed to deter anti-social behaviour.

3.2 CHARACTER ZONES

Friars Walk must include the following elements:

- Benches
- Attractive and good street trees with a maximum height of 8 metres and recessed tree pit pavings.
- The width of the street must be a minimum of 8m.

If the Courtyard scheme is brought forward, it must include the following elements:

- Benches
- Seating spaces for retail units
- Attractive and good trees in planters.

3.3 HARD LANDSCAPING AND PAVING MATERIAL

Hard landscaping

The design intent is to create a high quality public realm through the use of a restrained palette of complementary materials implemented with a high level of workmanship.

- The use of materials should be consistent throughout each area in response to function and local character.
- Paving arrangements should be simple and avoid over complex designs with lots of differing unit sizes and colours.
- Materials should be durable and require minimum maintenance.
- Manholes and inspection covers should be concealed with recessed access covers and filled with the same material as the surrounding surface.
- Paving joints should ‘run through’ uninterrupted where possible.
- Road markings along Garrard Street should be kept to a minimum and be unobtrusive as possible.
- All paving should be slip resistant and compliant with relevant British and European Standards.

Paving material

The material palette will be split into key character areas as defined by the SH3 illustrative masterplan. Potential paving types include (but are not limited to):

- Silver grey granite (Flame finish)
- Smokey grey granite (Flame finish)
- Resin bonded gravel
- Swiss Gniess stone

3.4 TREES AND SOFT LANDSCAPING

The soft landscaping must help to ensure that the public realm is coordinated, consistent, high quality and designed with maintenance and management in mind. Soft landscaping works must include the following:

- Tree planting
- Shrubs
- Hedge
- Biodiversity roof planting

Key objectives include:

- Tree and shrub planting must enhance the design and definition of the public spaces and circulation routes.
- Tree locations must be based on an overall grid network.
- Tree species must be selected that are appropriate for an urban environment.
- Shrub, hedge and ground covers where included must be selected for appropriateness to context, function, wildlife and biodiversity value, and with regard to natural surveillance.
- The positioning of trees must have regard to the levels of sunlight and shading required in each of the character areas.
- All trees and planting must be maintained as part of an overall estate management regime.
- All trees must be monitored for a complete annual growing cycle to ensure that they have been successfully established.
- All trees and plants shall be checked at the end of one year after planting and any dead or dying plants shall be replaced during the next planting season.

3.5 STREET FURNITURE AND LIGHTING

Street furniture

Street furniture will be co-ordinated, designed and installed to a high standard. Street furniture can include the following: Seating, litter bins, re-cycling bins, cycle racks, signage and wayfinding features, information boards and lighting.

Key principles include:

- The use of materials must be consistent throughout each character zone.
- All street furniture must be robust, durable and fit for purpose.
- Signage should be incorporated into landscape elements such as paving, lighting columns and seating, where possible to reduce clutter.
- Street furniture, tree surrounds, manhole covers and gullies should be, where possible, at right angles to the direction of paving units to avoid awkward cuts and junctions.

Lighting

Lighting will comply with relevant standards and be designed and installed to help create a safe, welcoming and stimulating environment.

Important principles include:

- Lighting elements should aid wayfinding and highlight key landscape features.
- Feature lighting will be used to enhance the character and quality of public realm.
- The street lighting must combine with other features to create safe and enjoyable public realm and help design out crime.
- Lighting design must prevent glare and minimise light spill pollution.
- Lighting design must minimise energy use through low energy equipment and automatic control systems.

