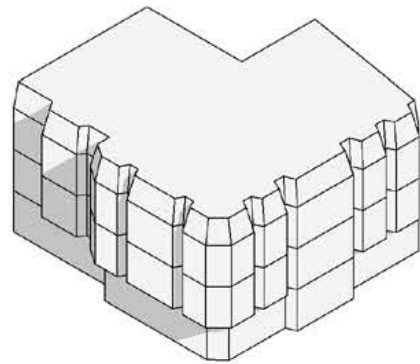
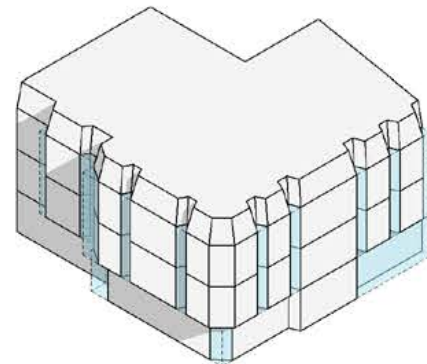


04.00 | Conceptual Approach



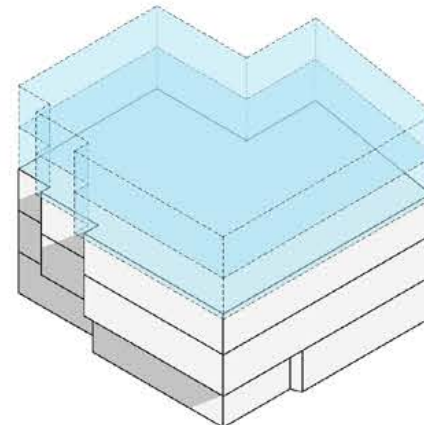
The Original Building

Start with the original building.



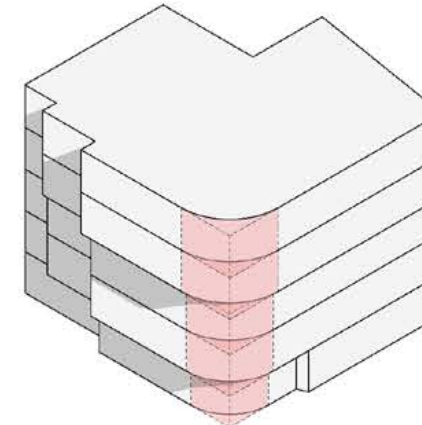
Step 1 - Infill

Infill the awkward angles to generate additional floorspace.



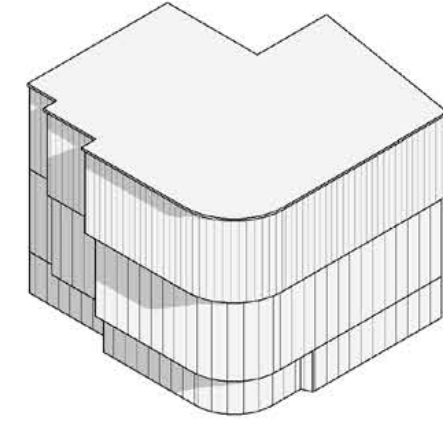
Step 2 - Extend upwards

Replace the existing roof with an additional level of accommodation. The extra height gives the building landmark status on the road junction.



Step 3 - Remove the angle

Improve the relationship between the building and highway by curving the corner.



Step 4 - Elevational Treatment

Glaze the resulting massing.

Treat the fenestration of the curtain wall differently to add interest and to build up a strong architectural language based on classical proportions.

By way of introduction to the proposed scheme, the diagrams above illustrate it's key design principles. These include the following:

- retain the building for office use;
- remove the existing brick façade and simplify the profile of the external walls;
- add additional floors;
- introduce a radiused corner to the Greyfriars/Stanshawe Road elevation; and
- re-clad with a contemporary facade.

These principles have been consistent throughout the scheme evolution and were present within the options presented to the local planning authority (Reading Borough Council) throughout the pre-application process which is summarised in the following section.

05.00 | Design Evolution & Pre-Application Process

05.01 | Pre-Application Process

Croudace Properties elected to follow a pre-application process with the Local Authority to develop the design of the proposed development prior to formal submission of the detailed planning application.

05.02 | 26.11.2014 - Pre-Application Scheme

An initial pre-application meeting was held with Reading Borough Council (RBC) on 26th November 2014, the purpose of the meeting was to establish the scope for the pre-application process via the planning officer's initial response to a conceptual scheme. An extract of the scheme is shown below.

Feedback from this initial meeting was given via a telephone conversation where RBC commented on the key areas to address, these included:

- The proposed building's interface with the houses on Stanshawe Road; and
- The need for a BREEAM assessment. RBC also strongly advised adopting a pre-application process.

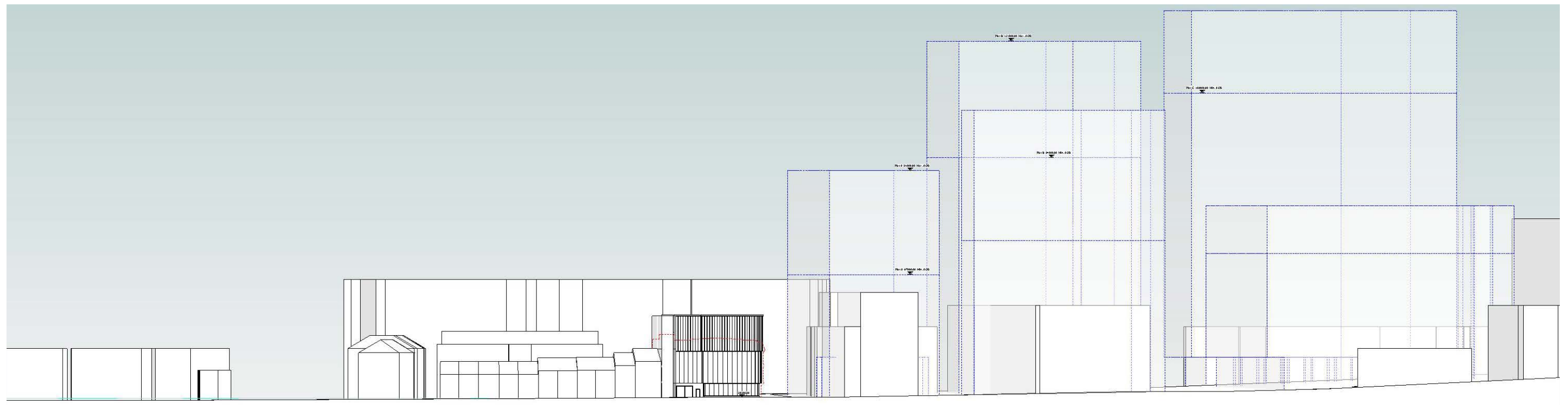
Croudace Properties have elected to follow RBC's recommended pre-application process and a further pre-application meeting was scheduled for 15th January 2015.



26.11.2014 - Proposed view from corner of Greyfriars and Stanshawe Road



26.11.2014 - View from Greyfriars Road looking South



26.11.2014 - Stanshawe Road elevation

05.00 | Design Evolution & Pre-Application Process

05.03 | 15.01.2015 - Pre-Application Scheme Option 01

Key features of Option 01:

- 1 additional storey (massing);
- glazed curtain walling with expressed vertical mullion fins and capless horizontal joints;
- oversails public footpath no greater than existing building;
- building floors step out creating a top, middle and bottom;

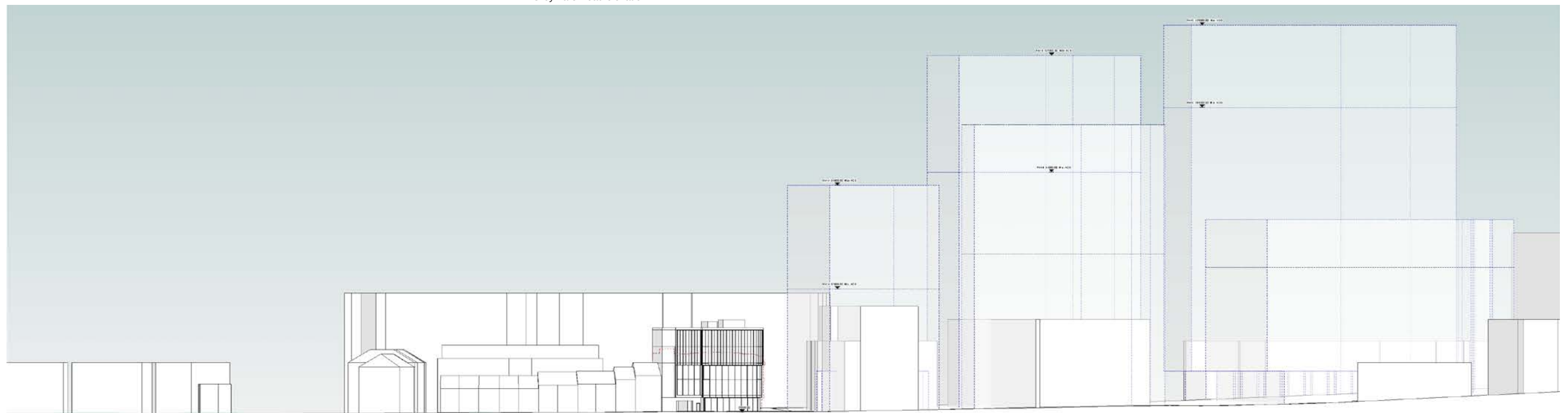
Similar to the scheme presented at the initial pre-application meeting, Option 01 provides a new glazed facade to the principle elevations of Greyfriars Road and Stanshawe Road, which will significantly improve the amount of natural daylight within the building as well as how the building will animate the streetscene.

The vertical emphasis to the facade enables the building to smoothly turn the corner from Greyfriars to Stanshawe Road (examples of similar curtain walling are shown to the far right).

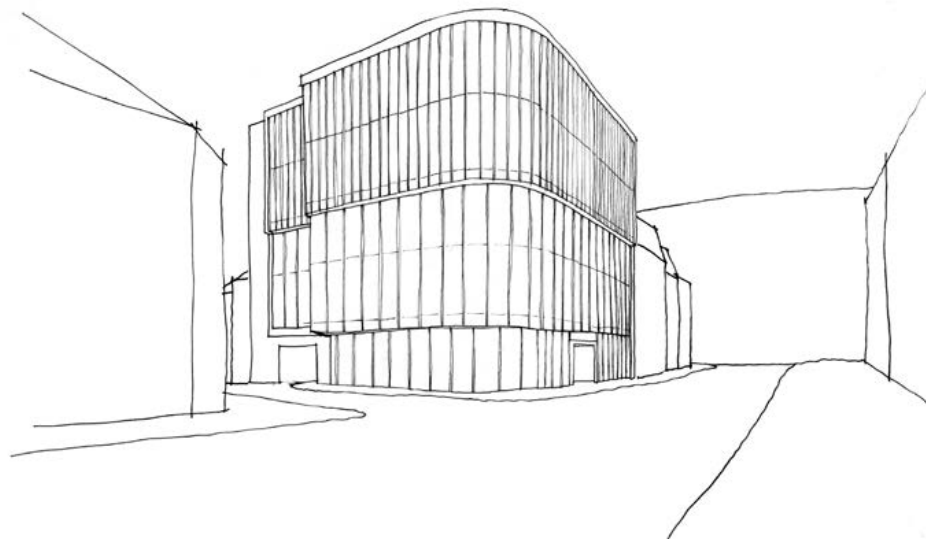
The party wall to the residential properties on Stanshawe Road is proposed to be simply extended with brick (potentially reclaimed from the existing demolished facade).



Greyfriars Road elevation



Stanshawe Road elevation



Sketch view corner of Greyfriars & Stanshawe Roads



Developed 3D view corner of Greyfriars & Stanshawe Roads



Full storey capless curtain walling - Kunst Haus, Weiz Austria



3D view looking south down Greyfriars Road



3D view looking east down Stanshawe Road (Station Hill Development shown translucent)



Feature vertical fins



Feature vertical fins

05.00 | Design Evolution & Pre-Application Process

05.03 | 15.01.2015 - Pre-Application Scheme Option 02

Key features of Option 02:

- 1 additional storey (massing);
- glazed curtain walling with expressed vertical mullion fins and capless horizontal joints;
- building sits within curtilage at all floors.

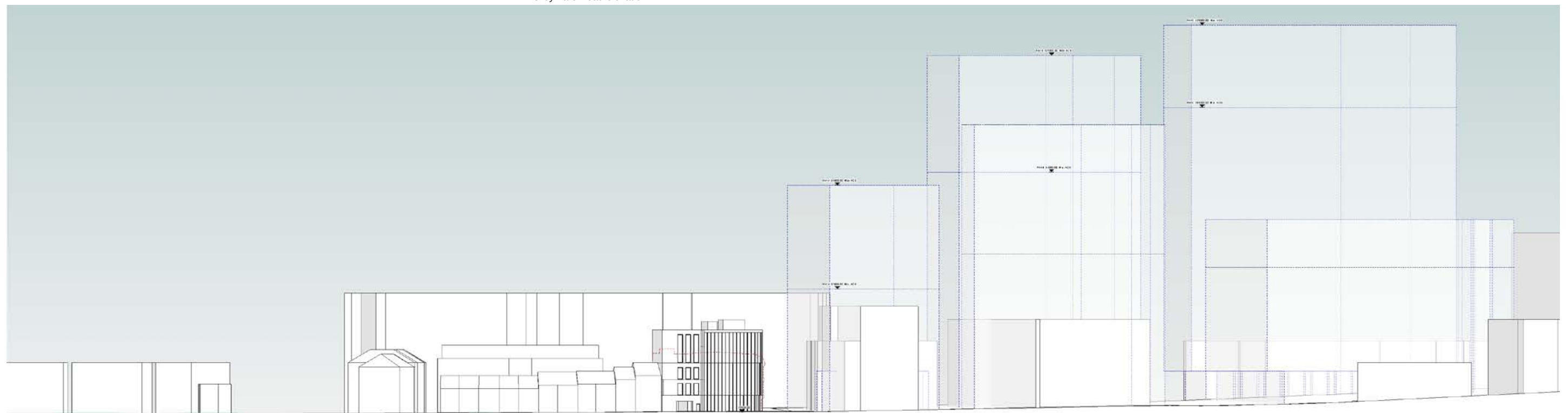
Option 02 is similar to Option 01 materially with vertical fins spaced to be modular with the existing ribbed concrete soffit, therefore the exterior of the building is informed by its existing internal structure.

The building is a simple extrusion set within the building's ownership boundary and does not oversail the public footpath.

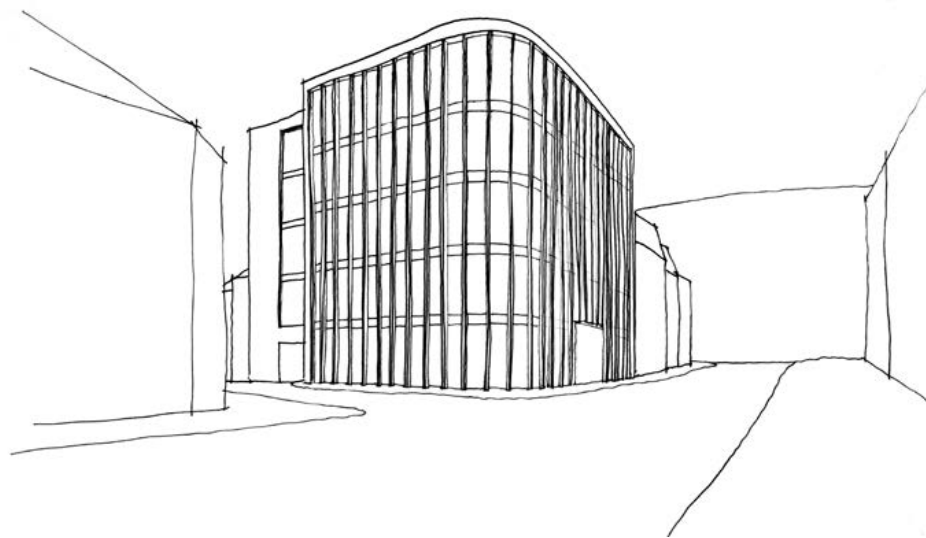
As with other options, when seen in the context with the Stanshawe residential terraces and the proposed maximum and minimum massing for the Station Hill scheme, the application site is the only available height transition zone. At 5 commercial storeys, the proposed building mediates between the terraces of Stanshawe Road and helps balance the feel of Greyfriars Road from one side of the street to the other.



Greyfriars Road elevation



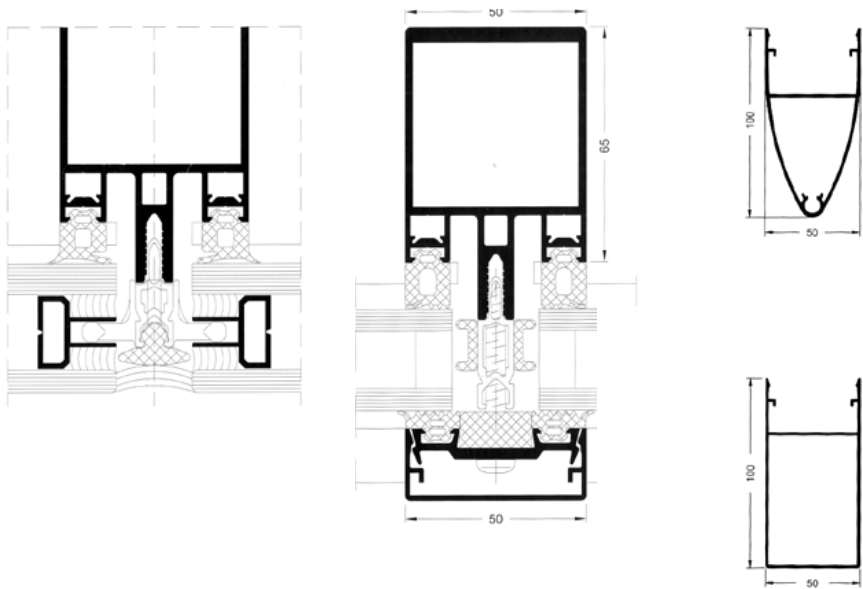
Stanshawe Road elevation



Sketch view corner of Greyfriars & Stanshawe Roads



Developed 3D view corner of Greyfriars & Stanshawe Roads



Typical curtain walling transom

Typical curtain walling mullion with standard vertical capping

Alternative vertical capping profiles



3D view looking south down Greyfriars Road



3D view looking east down Stanshawe Road (Station Hill Development shown translucent)



Vertical fins - Brindley Place, Birmingham



Vertical fins - Isaac Newton Academy, London

05.00 | Design Evolution & Pre-Application Process

05.03 | 15.01.2015 - Pre-Application Scheme Option 03

Key features of Option 03:

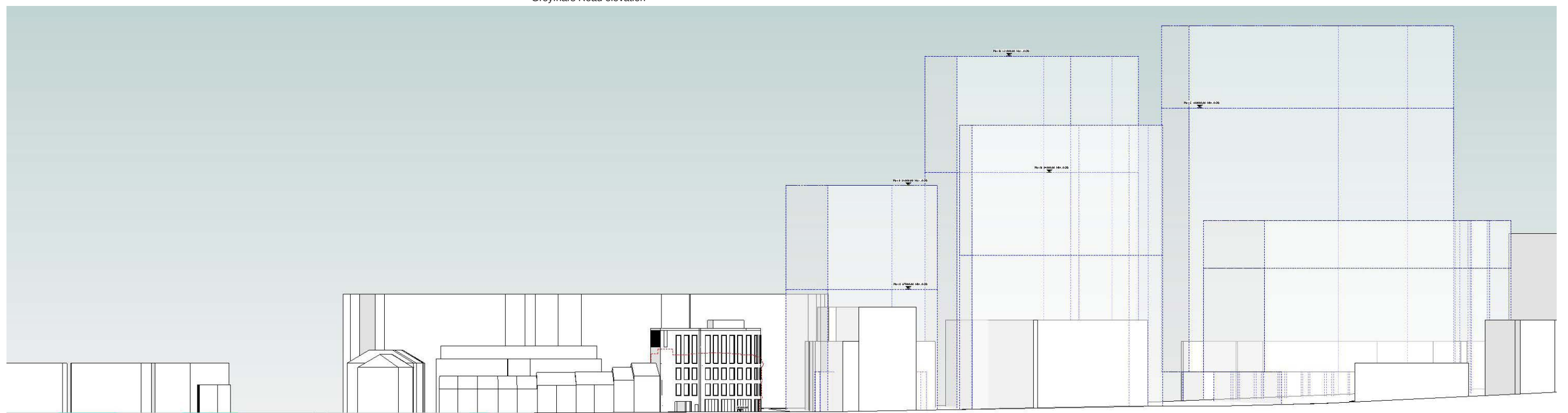
- 1 additional storey (massing);
- brick clad facade with vertical punched windows;
- building sits within curtilage at all floors.

Similar in profile and massing to Option 02, Option 03 presents a more solid facade to the streetscape and offers a parallel elevational response to that of the Station Hill scheme.

The principle of a vertical emphasis to the main facade is retained. The depth of the reveals to the punched windows adds relief and visual interest to the elevation as varying shadows are cast across it through the day.



Greyfriars Road elevation



Stanshawe Road elevation



Sketch view corner of Greyfriars & Stanshawe Roads



Developed 3D view corner of Greyfriars & Stanshawe Roads



Example of brick elevation with punched brick apertures



3D view looking south down Greyfriars Road



3D view looking east down Stanshawe Road (Station Hill Development shown translucent)



Example of brick elevation with punched brick apertures

05.00 | Design Evolution & Pre-Application Process

05.03 | 15.01.2015 - Pre-Application Scheme Option 04

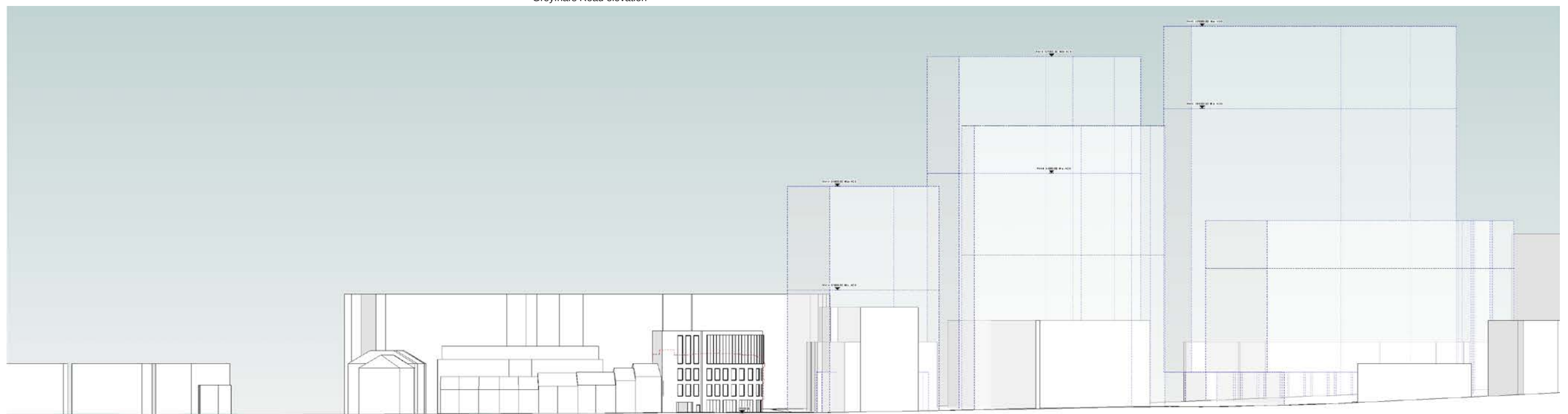
Key features of Option 04:

- 1 additional storey (massing);
- brick clad facade with vertical punched windows;
- building sits within curtilage at floors ground- second;
- building oversails public footpath at third and fourth floors.

Option 04 represents a hybrid of the previous options. The brick facade is topped with a 2 storey projecting curtain wall element.



Greyfriars Road elevation



Stanshawe Road elevation



Developed 3D view corner of Greyfriars & Stanshawe Roads



Example of brick elevation with punched brick apertures



3D view looking south down Greyfriars Road



3D view looking east down Stanshawe Road (Station Hill Development shown translucent)



Example of brick elevation with punched brick apertures

05.00 | Design Evolution & Pre-Application Process

05.04 | 15.01.2015 - Pre-Application Stanshawe Road Elevation

The images to the right illustrate the development of the design to the Stanshawe Road party wall elevation.

It is proposed that the existing brick party wall will be extended in a matching brick. Blind windows to the top storey will provide relief to the facade as well as maintaining its use as a party wall

The blind windows take the form of narrow storey height reveals which match the centres of the existing windows on the internal elevations of the building as well as matching the glazing centres of the new facade.

The design team tested a number of options of blind window arrangement including extending the reveals on the southern end of the western elevation (see option B). However, it was felt that a simple regular run of blind windows was more suited to the elevation (see Option A).

Introducing relief to the party wall will add visual interest to the facade. The regular grid of the blind windows aligns with the design code proposals to the Station Hill Development. Examples of the maximum and minimum height buildings on Plot A of the Station Hill scheme are shown to the right in context with 35-43 Greyfriars Road.

The skyline images of Reading, London and New York to the far right demonstrate the importance of varying relief to building facades and the impact it has on helping to create a visually interesting urban landscape when viewed from distant, near and close up viewpoints.

The silhouette, fenestration and materiality combine to create an urban layering effect which has a stronger impact on the perception of the city than the minutiae of scale changes between individual buildings.



Stanshawe Road Elevation - Option A - with Plot A of Station Hill shown as per Allies & Morrison DAS



Stanshawe Road Elevation - Option B - with Maximum Plot A to Station Hill shown



Reading Urban Landscape - Relief to and layering of building facades provides visual quality and interest when viewed from near or afar



London Urban Landscape - Relief to and layering of building facades provides visual quality and interest when viewed from near or afar



Reading Urban Landscape - Relief to and layering of building facades provides visual quality and interest when viewed from near or afar



New York Urban Landscape - Relief to and layering of building facades provides visual quality and interest when viewed from near or afar

05.00 | Design Evolution & Pre-Application Process

05.04 | 15.01.2015 - Pre-Application Summary

At 5 storeys, the design team feel that all the pre-application options submitted are a viable architectural response to the existing urban context.

From the options outlined above we feel that options 01 or 03 present an appropriate response to the setting.

Conceptually Option 01 is a fully glazed building which has a well defined base, middle and top defined by projecting floor plates and varying centres of curtain walling mullions

Conceptually Option 03 is a strong brick building where the base, middle and top are well defined by grouping apertures of punched windows with deep reveals.

The images to the right compare both Options 01 & 03 from a range of viewpoints



The Gateway Pub - Small upper floor windows on Stanshawe Road Elevation

05.04 | 15.01.2015 - Pre-Application Feedback

The feedback received from RBC during the pre-application meeting held on 15.01.2015 included the following points:

- This is an important corner site providing an opportunity for an inspirational development;
- Site and Urban Analysis undertaken to date is acceptable;
- Options 02 & 04 ruled out;
- Office use acceptable;
- Proposed overall height is acceptable, however further articulation and design work is required to the Stanshawe Road elevation, including an additional 3D view and perhaps a change in material;
- Current massing of Option 01 has good proportions and articulation but Broadway Malyan to review handling of base, middle and top mindful of stepped profile of existing structure
- Design team to explore option with a recessed top storey;
- Curtain wall fin centres to be reviewed;
- Curve to the corner is acceptable;
- Acceptance that shadow casting of proposal will have limited impact on surrounding residential properties;
- Sustainability Statement approach acceptable;
- Transport Strategy approach acceptable;
- Flood risk assessment approach acceptable.

05.05 | 29.01.2015 - Further Pre-app Meeting

A further pre-application meeting was held with RBC officers on 29.01.2015 and design material presented is shown over leaf.



Option - 01 - View looking East from Western end of Stanshawe Road



Option - 03 - View looking East from Western end of Stanshawe Road



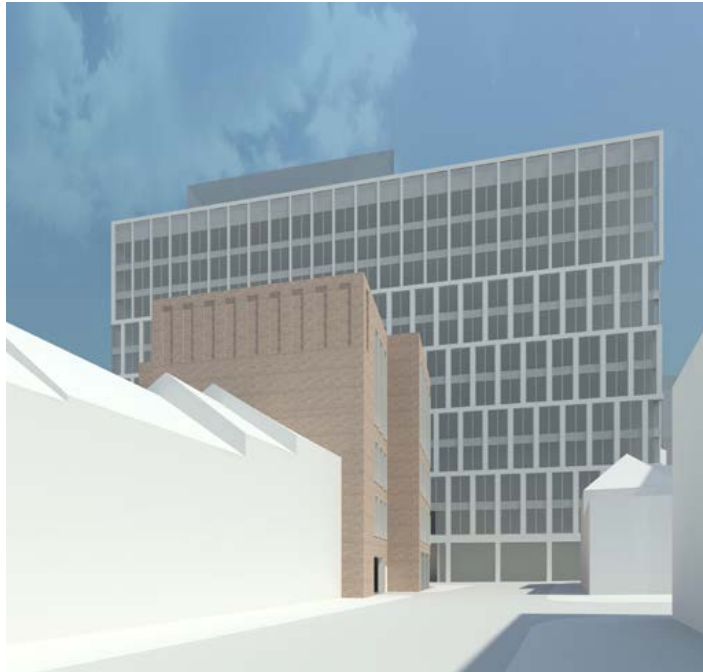
Option - 01 - View looking East down Stanshawe Road



Option - 01 - View at corner of Stanshawe & Greyfriars Roads



Option - 01: View looking South down Greyfriars Road



Option - 03 - View looking East down Stanshawe Road



Option - 03 - View at corner of Stanshawe & Greyfriars Roads



Option - 03: View looking South down Greyfriars Road

05.00 | Design Evolution & Pre-Application Process

05.05 | 29.01.2015 - Pre-Application Precedents

Further to the pre-application meeting on the 15.01.2015, the design team were asked to review the following precedents with regard to elevation texture and detailing:

St. Martins Court, Paternoster Square, London - Allies & Morrison Architects

15 Sloane Square, London - Paul Davis & Partners Architects

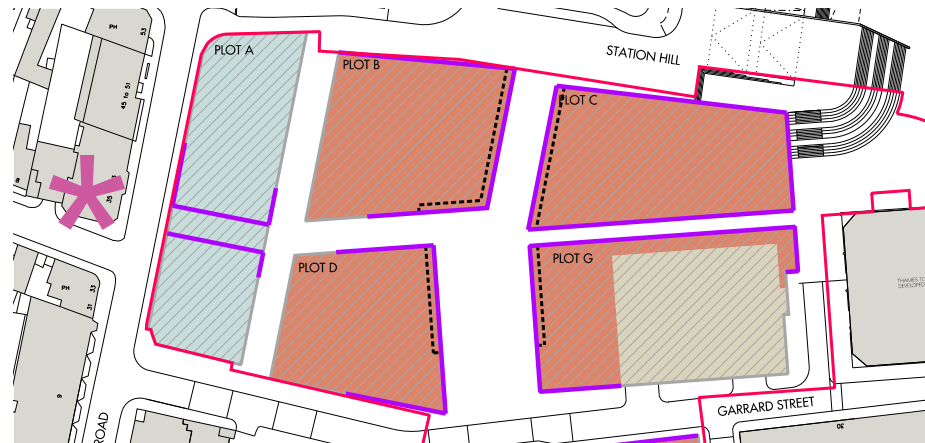
One Eagle House, Piccadilly, London - Eric Parry Architects

Images of these projects are shown to the right together with a further Broadway Malyan design for a scheme in Stratford, London where we have worked with Graham Morrison of Allies & Morrison in a peer review role.

The common theme of these precedents is the formal composition of the facade, where each building has a well defined base, middle and top creating a balanced and proportional whole.

Furthermore the careful detailing of the facade in terms of the window reveal and the position of the glass within the reveal add relief to the elevation, delivering visual interest in both the shadows cast across the building and a potential change in material/colour to the reveal.

In addition to the precedents identified by RBC officers, the images to the right show extracts from the Design & Access Statement for the Station Hill development. The images show a 3D view of Plot C and elevation of Plot A which both have a well defined base, middle and extended top with regard to their proportions.



Extracts from Station Hill Development DAS showing locations of Plot A & Plot C in relation to 35-43 Greyfriars



Extracts from Station Hill Development DAS showing proportions of Plot A & Plot C



Stratford Exchange, Stratford - Broadway Malyan



Stratford Exchange, Stratford - Broadway Malyan



St. Martin's Court, Paternoster Square, London - Allies & Morrison



One Eagle Place, Piccadilly, London - Eric Parry Architects



15 Sloane Square, London - Paul Davis Architects



One Eagle Place, Piccadilly, London - Eric Parry Architects



15 Sloane Square, London - Paul Davis Architects

