



PLOT E AND TELECOM HOUSE

Outline Application
Design and Access Statement

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July 2015





INTRODUCTION

This Design and Access Statement (DAS) has been prepared on behalf of Sackville Developments (Reading) Limited (SDRL), in support of an Outline Planning Application for the redevelopment of Friars Walk Shopping Centre and Telecom House, in Reading.

The Outline Planning Application seeks permission for a mixed-used development, predominantly retail and residential, with matters reserved. The proposed scheme will be implemented only in conjunction with the approved Station Hill 3 (SH3) Masterplan in Reading.

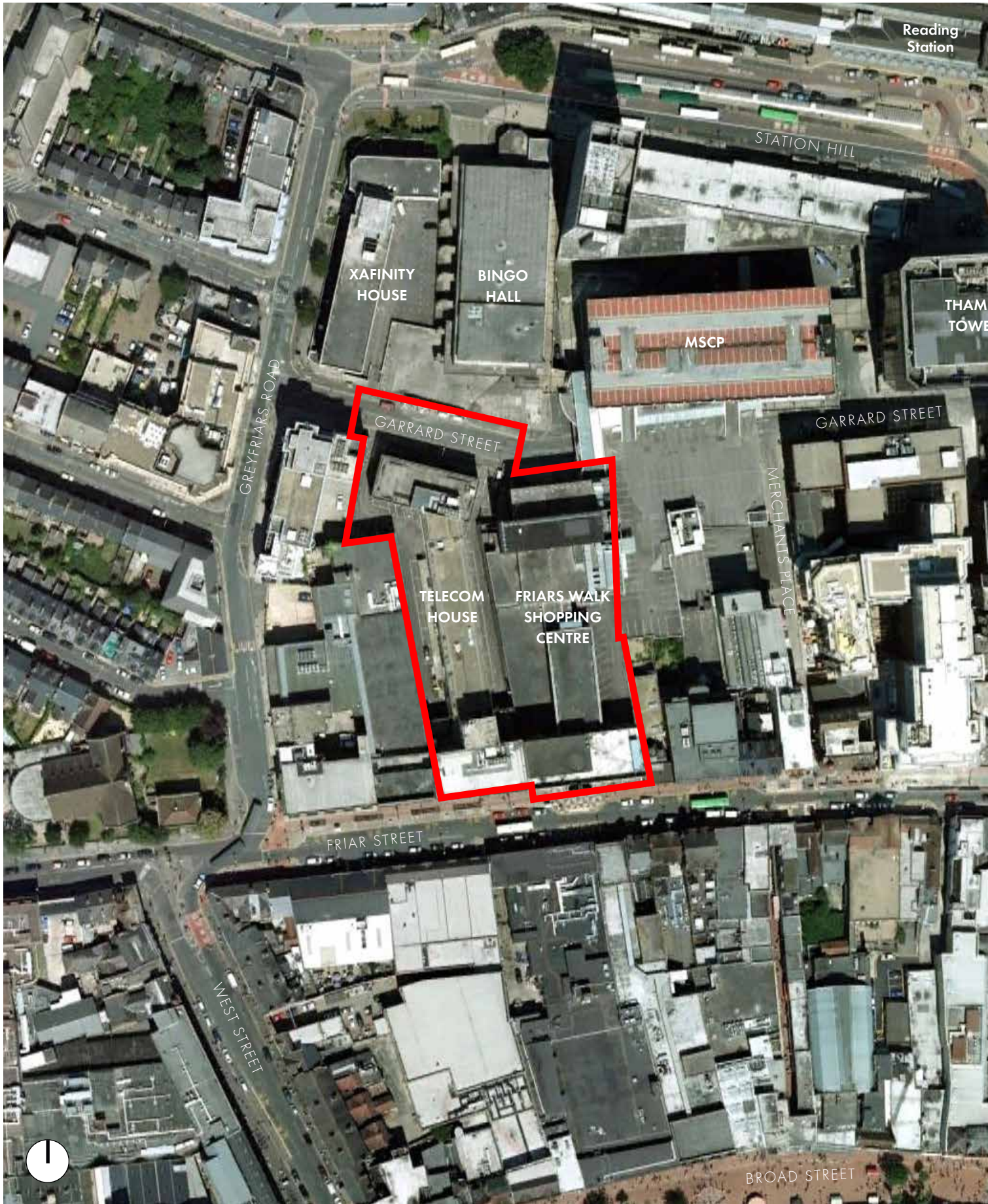
The purpose of this report is to explain the proposed parameters and to illustrate how a scheme could be developed.

Commitments to various aspects of the design are provided in the Parameters Plans and Design Codes. These documents should be read in conjunction with the DAS which illustrates potential design proposals that could be brought forward in compliance with the Parameter Plans and Design Codes.

Opposite:
Aerial sketch view from south of the illustrative scheme

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Aerial view of Plot E site



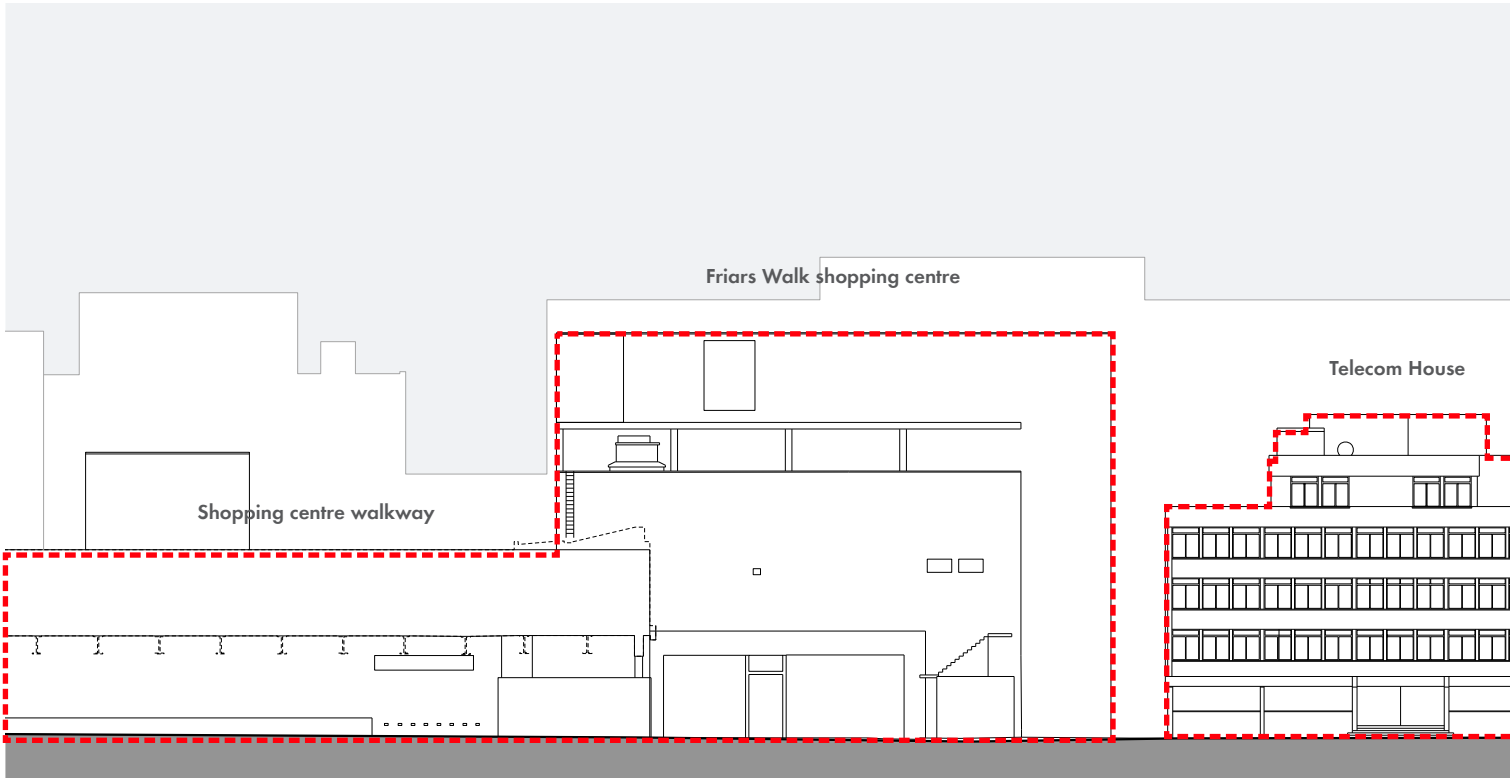
1 THE SITE

As illustrated on the adjacent aerial view, the site is formed by the existing Friars Walk Shopping Centre and Telecom House. The site's southern edge is bounded by Friar Street and northern edge by Garrard Street.

— Plot E and Telecom House application boundary



Friar Street existing elevation



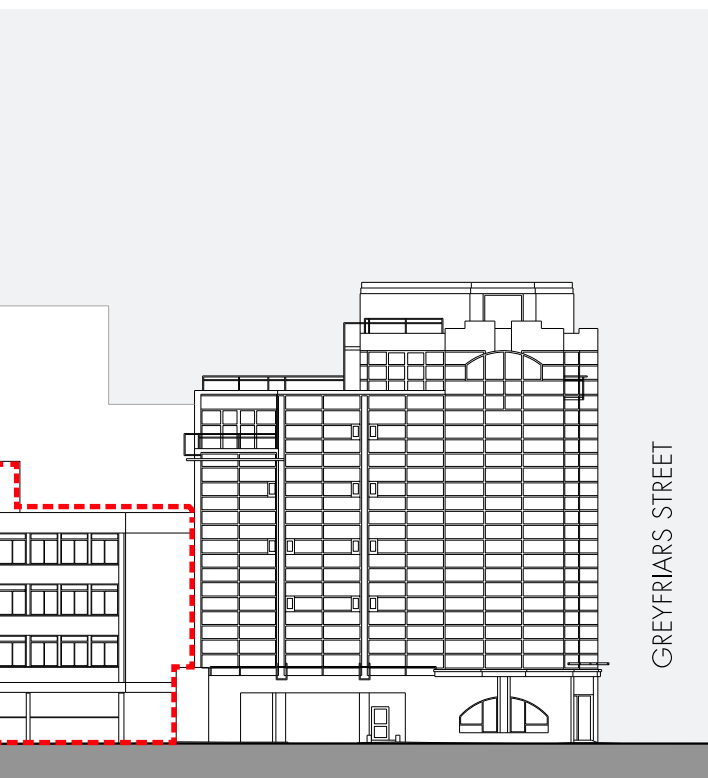
Garrard Street existing elevation



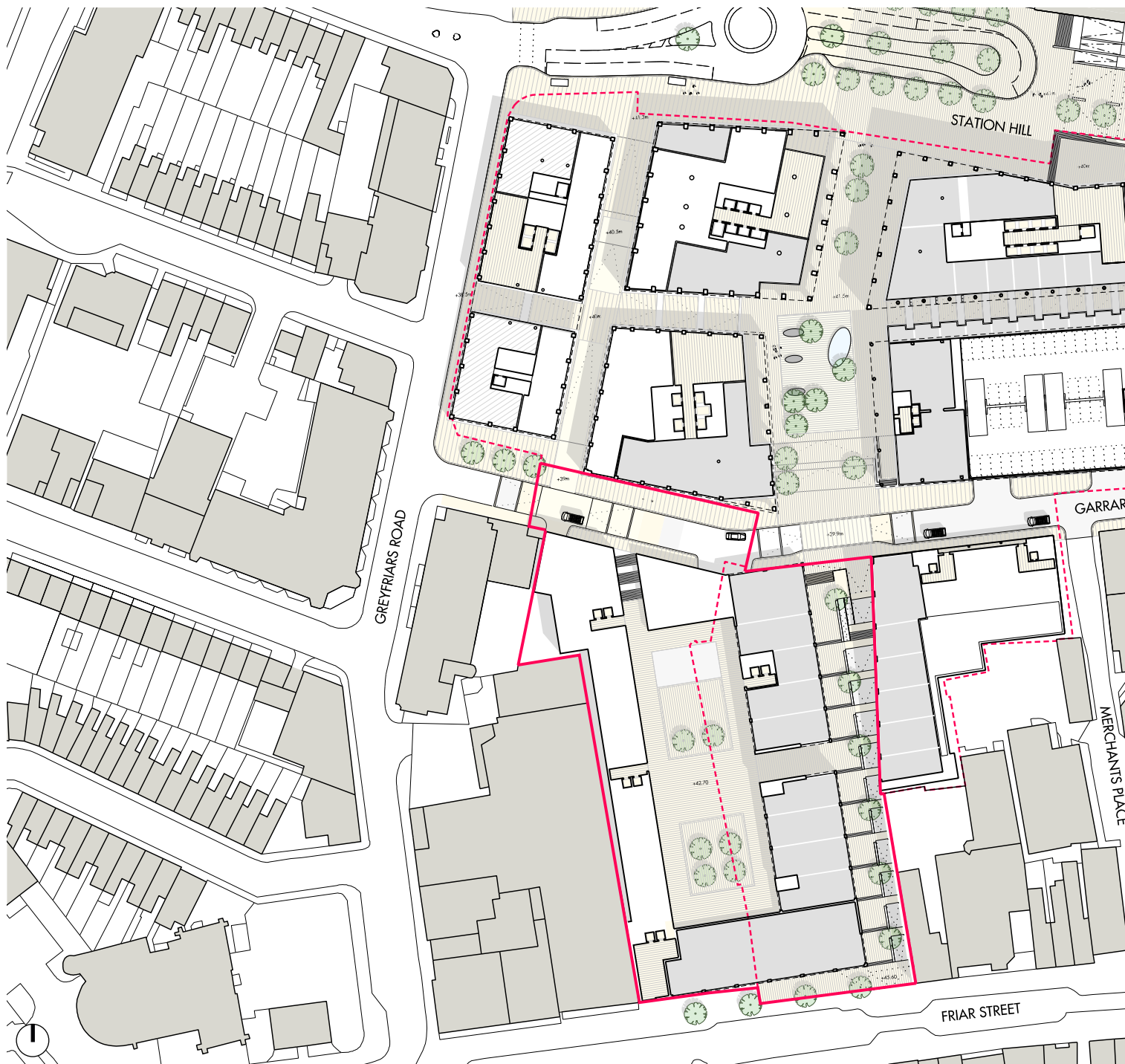
Friar Street runs east-west to connect the smaller scale residential areas located to the west of the site with the historic Town Hall and the open spaces of Forbury Gardens both located a short distance to the east. The secondary shopping street includes office space above and is generally between three or six storeys with the exception of the Novotel hotel, which is thirteen storeys, located a few doors down to the east of the site.

Garrard Street runs east-west and is divided at high level by a walkway from the Friars Walk shopping centre to be demolished during summer 2015 as part of the first phase of SH3.

Currently this upper level walkway blights the appearance of the street and creates dark and inhospitable environment for pedestrian underneath. The remaining parts of Garrard Street are generally very poor with most buildings either unoccupied or turning their backs on the street giving a predominant 'service street' character. There is a major opportunity for any new proposals to enhance connections and permeability along this route by improving the quality and character of the street and the frontages along its length.



demolition



Illustrative SH3 Masterplan with Plot E and Telecom House illustrative scheme

2 STATION HILL 3 OUTLINE CONSENT MASTERPLAN

2.1 PRINCIPLES

Station Hill 3 (SH3) Masterplan was granted outline planning consent in January 2015 (ref. 130436), and Plot E and Telecom House Outline Application will only be implemented in conjunction with the remainder of SH3 scheme.

Sackville Developments (Reading) Limited has committed to promoting a high quality development for the Station Hill site.

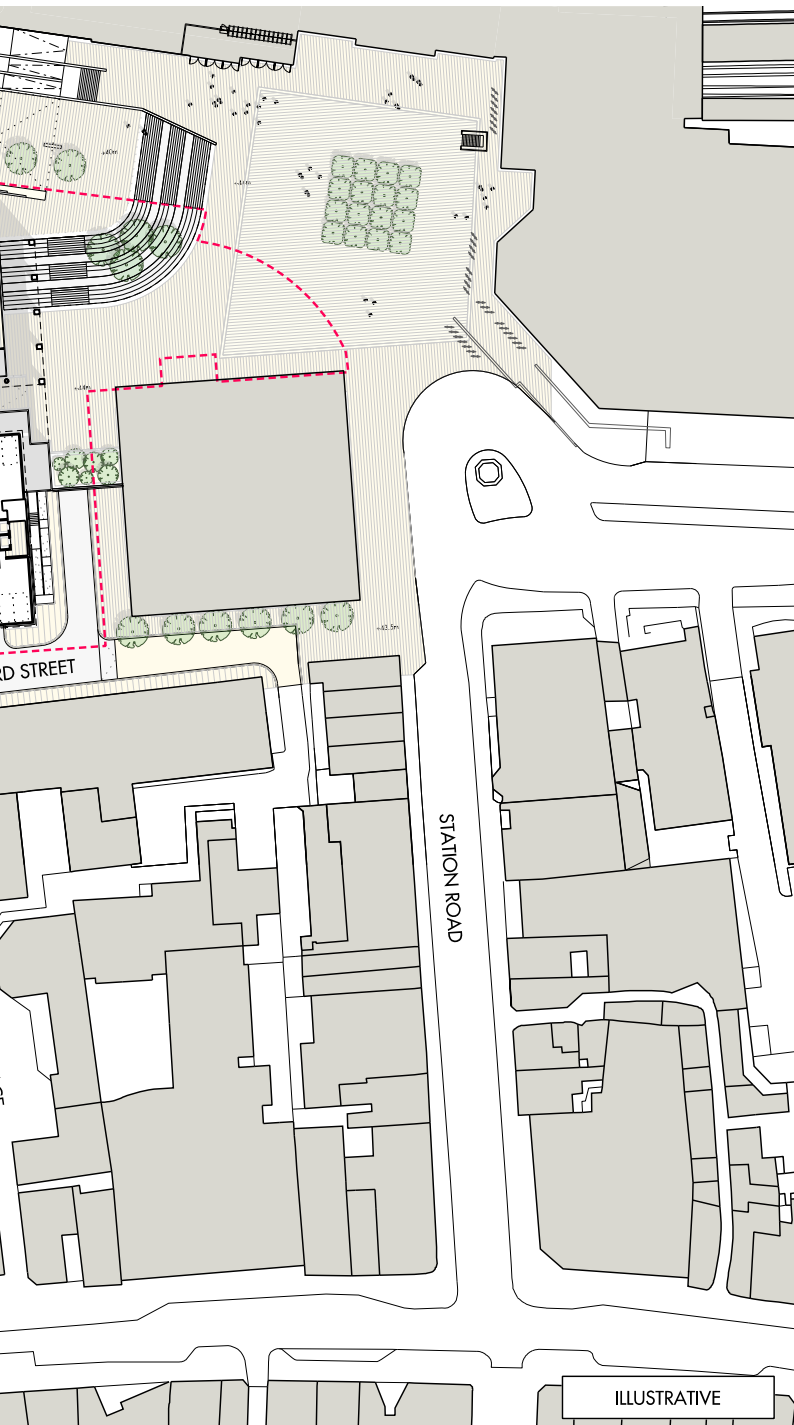
The proposals set the parameters for a comprehensive office led mixed-use scheme in the wider context of the enhancement of the Reading Station Area.

The redevelopment of this site will deliver a significant new mix uses district which will contribute both to the first impression of Reading and offer a substantial catalyst for the regeneration of Station Hill and Friar Street to the south.

Key Objectives

The key objectives for the Station Hill 3 (SH3) Masterplan are:

- to provide clear and legible design parameters for the site that ensure that the development connects well to the areas of the town adjacent.
- to encourage quality design both for the buildings and for the public spaces.
- to generally follow the existing topography and to subdivide the parcels of land within the site so that they can be delivered in realistic phases.
- to integrate with the adjoining public transport interchanges.
- to provide a new civic square for Reading.



- Plot E and Telecom house Application boundary
- SH3 consent scheme boundary