

05.00 | Design Evolution & Pre-Application Process

05.05 | 29.01.2015 - Pre-Application Option 01 Evolution

Additional Options presented:

- Evolution of Option 01:
- Option 01A: - reversal of fin centres to be more dense at base. Therefore building appears 'lighter' at top.
- Option 01B - As option 01A plus introduction of a stone plinth with punched windows to give 'weight' to the base of the building.
- Option 01C - As option 01B plus reduction of top storey projection to a single floor to further lighten proportions.
- Option 01D- As option 01C but change of base material from stone to brick, recessed top storey with projecting solid eaves.
- Option 01E - As option 01D but with brise soliel eaves in lieu of solid
- Option 01F - As option 01E but with brise soliel framed

Although all options are deliverable, the design team's preference at this stage is for Option 01A as this retains the concept and materiality of the original scheme which is a transformation of the existing building, realising a more aspirational aesthetic which will enhance the streetscape.

In response to officers comments, the increased centres of the glazing at the upper storeys serve to make the top of the building 'lighter' and the closer centres of the mullions at ground floor anchor the base of the building to the street.

On the following pages we have shown Option01A from a range of additional views.



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



Option - 01A - As Option 01 but with reversal of fins



Option - 01B - As Option 01A with articulated base [black granite]



Option - 01C - As Option 01B & single top storey projection



Option - 01D - As Option 01C but with recessed top storey with solid projecting roof



Option - 01E - As Option 01D with recessed top storey and projecting brise soleil eaves



Option - 01F - As Option 01E with recessed top storey and projecting brise soleil eaves framed

05.00 | Design Evolution & Pre-Application Process

05.05 | 29.01.2015 - Pre-Application Option 03 Evolution

Additional Options presented

- Evolution of Option 03:
- Option 03A: - Reduction in height of windows at upper storeys with wider windows throughout.
- Option 03B - As option 03A but with windows grouped into structural bays alternating at each floor.
- Option 03C - An evolution of Option 01E where the curtain walling is substituted for brick with punched windows.

05.05 | 29.01.2015 - Pre-Application Stanshawe Road Elevation

The images to the far right illustrate the evolution of the Stanshawe Road elevation.

Option A shows the blind window 'relief' as per the previous pre-application meeting where officers felt there was not sufficient articulation and relation to scale of the Stanshawe houses.

Option B introduces a change of material to the party wall where a vertical panel system is used to clad the new area of wall from parapet down to where any remedial works are undertaken to the existing brick wall as part of the construction. For example, the change in material boundary can be located at the ridge line for the existing dwellings.

Option C shows the change in material boundary lower down than Option B, but also introduces a pitch to material change which references the silhouette of the pitched roofs to the terraces.

The design teams' preferred options for the Stanshawe Road elevation is either Option A or Option B as they provide the 'cleanest' and legible design response. Exploring the roof pitch silhouette in option C is legible when viewed from distance, but when travelling towards the building, the parallax between the silhouette and the ridge line is exaggerated and therefore its legibility is reduced.



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



Option - 03A - As Option 03 but with regular punched windows to upper floors & larger windows



Option - 03B - As Option 03A but with larger windows



Option - 03C - As Option 01E but with brick podium and punched windows



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



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



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



Option - A - View looking East down Stanshawe Road



Option - B - View looking East down Stanshawe Road

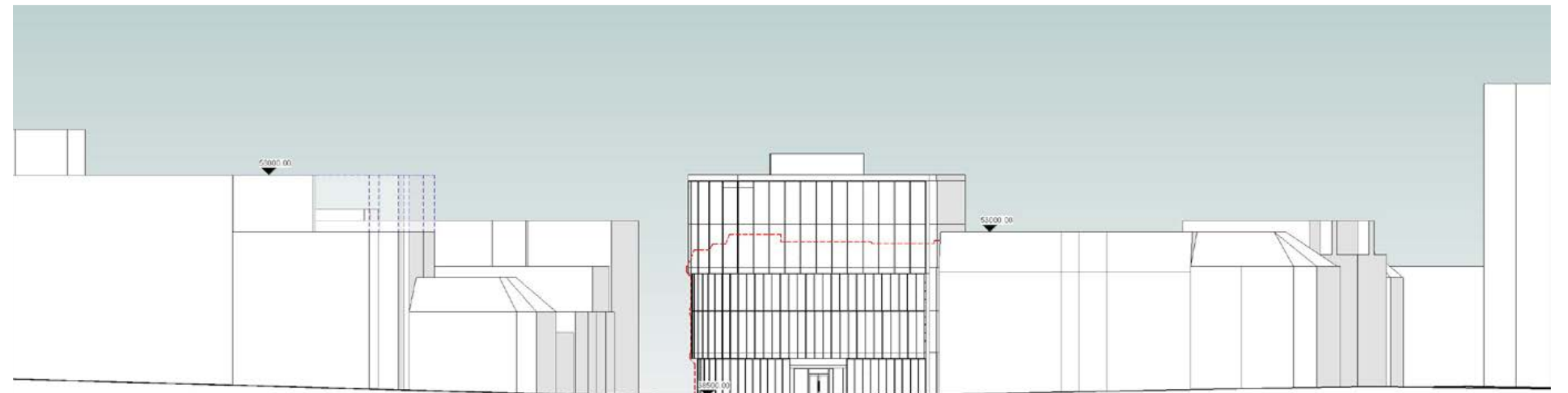


Option - C - View looking East down Stanshawe Road

05.00 | Design Evolution & Pre-Application Process

05.05 | 29.01.2015 - Pre-Application Option 01A

The following images show Option 01A in the existing context and within the context of the Station Hill development



Option - 01A- Greyfriars Road Section



Option - 01A- Stanshawe Road Section



Option - 01A- Distant view looking East down Stanshawe Road



Option - 01A- Close view looking East down Stanshawe Road



Option - 01A- View looking at interface between Stanshawe Road houses & application site



Option - 01A- Distant north down Greyfriars Road illustrating how building signals the corner of Stanshawe Rd



Option - 01A- Corner view of Greyfriars & Stanshawe Road



Option - 01A- View looking south down Greyfriars Road

05.00 | Design Evolution & Pre-Application Process

05.05 | 29.01.2015 - Pre-Application Feedback

During the pre-application meeting on 29.01.2015 we received the following feedback which is summarised below:

- Overall building height is acceptable;
- An initial preference by RBC officers of Options 01D & 03C (shown to the right)
- Preference for a strong base
- Preference for a single material to Stanshawe Road elevation, agreed to be red brick as existing and design direction as per Option A. Broadway Malyan to undertake further design studies with regard to materiality & relief.
- Preference for a recessed top storey



Option - 01A - As Option 01 but with reversal of fins



Option - 01D - As Option 01C but with recessed top storey with solid projecting roof



Option - 03C - As Option 01E but with brick podium and punched windows

05.06 | Pre-Application Conclusion

Following the pre-application process which has been undertaken by the design team, the below schedule sets-out the areas where the design team have adopted officers' comments and where the design team feel there is a justifiable departure from officers' comments.

Area		RBC Officer Comments	Design Team Comment
1	Overall building height	Acceptable	Agreed
2	Office use	Acceptable	Agreed
3	Stanshawe Road Elevation	Single material red brick with relief	Agreed - BM to explore further relief design to include grey brick detailing
4	Treatment of Top	Preference for recessive top storey	Principle of recessive top agreed - BM to explore integrating recessed top with preferred glass option
5	Treatment of Base	Preference for strong base anchored to ground, possibly a masonry skirting	Agreed
6	Curve to Corner	Acceptable	Agreed

06.00 | Planning Application and Refusal

06.01 | Planning Application Scheme

The previous Planning Application Ref 150369 was submitted after a thorough pre application consultation with Reading Borough Council planning officers and urban design advisors. During these consultations a number of key principles were discussed and adopted. Among these were;

1. The principle of retaining and extending the existing building superstructure but with significant aesthetic improvements is welcomed. It was noted that the existing building is rather inelegant and heavily detailed resulting in a dark and solid chamfered appearance with both horizontal and vertical treatments resulting in a lack of clarity of design intent.
2. There are no objections in principle to the creation of additional floorspace at third and fourth floors which would achieve the joint objectives of a more prominent and befitting corner building whilst articulating a suitable transition in scale from the existing urban fabric on Stanshawe Rd to the proposed Station Hill redevelopment opposite on Greyfriars Rd.
3. Officers expressed a preference for a clearly expressed base and top floor to the proposed building and that the top floor should be set back from the principle façade below.
4. A materials pallet was to be considered in the context of both the neighbouring masonry and rendered buildings and the more contemporary architecture evident in the Station Hill proposals. It was also of note that the proposed refurbishment of 9-27 Greyfriars Rd will feature glazed curtain walling.

The previous design sought to deliver a successful response by way of;

1. A simplified aesthetic design featuring vertical a finned curtain wall intended to elegantly and rhythmically turn the corner from Stanshawe Rd to Greyfriars Rd. This treatment unifies the overall look and feel of the proposed building including additional floors of office space.
2. The proposed building has two additional floors of office floorspace and the fenestration proportions were designed to enhance the corner position whilst responding to window proportions and types within neighbouring buildings. This approach enabled a considered and cohesive response to conflicting scale of the existing and future surroundings.
3. The design achieved articulation of the base by closer spacing of fins to give a greater density of solid components coupled with a recessive treatment reflecting the existing structural frame.
4. The top floor was similarly recessed but with deeper fins to create a more elegant vertical
- 5.
6. A simple pallet of a high quality glazed curtain wall system with projecting metal fins was selected and complimented by brick party wall and plinth treatments.

This design sought to project a strong fresh identity for the building asserting its important corner position whilst carefully bridging the scale of neighbouring buildings with that of significant forthcoming buildings at Station Hill.



Planning Application CGI



Distant view looking west down Stanshawe Road to West elevation



Close view of Stanshawe Road West elevation showing blind windows



Proposed Streetscene along Greyfriars Road



Proposed Streetscene along Stanshawe Road

06.00 | Planning Application and Refusal

06.02 | Refusal Summary

Element	Pos	Neg	Neu
Transport Strategy: various conditions. Front cycle spaces ok, rear ones not.			
Environment Agency: no response, checking. Lost the consultation			
Environmental Protection: no issues, conditions advised.			
Trees: consider landscaping somewhere?			
Ecologist: no objection			
Letters sent to Summit House 49-51 Greyfriars Road and 42-62 Greyfriars Road. The Gateway PH. 8 Stanshawe Road. No objections received.			
PLANNING HISTORY/SUMMARY OF DISCUSSIONS WITH APPLICANT/AGENT (pro-active approach to the application) This proposal was subject to design-related pre-application advice: 141858, 150003 Pre-application design workshop meeting.			
Principle – Use: The application would replace the present D1 use, however, this has not been used as a college for approximately two years and there has been no interest in its re-use. These college type uses come and go; so there is considered to be no concern in terms of policies to protect community uses. The change of use would actually bring the building back into its original use and this is a central site and a relatively small floorspace. There are no issues or policy conflicts with this and the application therefor complies with policies CS10 and RC6.			
Design: The design was subject to pre-application with officers, when various options for the external design of the office building were discussed. The existing building is fairly restrained in its appearance. It is 1980s/1990s era and in brick with strong reveals and detailing and heavy use of bay windows. The use of concrete bands provides a horizontal emphasis. Whilst not a dramatic or outstanding design, it nevertheless is sympathetic to the street and contributes to its character. Summit House, adjacent, is 3.5 storeys, 1980s, top floor set back as a mansard and sections of the second floor also have recessed elements. 8 Stanshawe Road is a 3 storey property but a much smaller scale property, with its eaves only coming to about the same sort of level of the top floor of the current first floor of the present office building.			
Therefore this corner site, sits within two quite different streetscenes. Greyfriars Road has a commercial character, generally of about 4 storeys, but there are exceptions. The Station Hill 3 outline planning permission (140436) will significantly increase the height of built form on the east side of Greyfriars Road, opposite the site and the applicant is clearly seeing this development as allied to the SH3 scheme, to the extent of lining up the main entrance opposite the proposed atrium of SH3 Block A.			
However, the size of the proposal and its glassy corporate nature would not sit well with the buildings which it adjoins. Stanshawe Road is a residential street of terraced houses and there is already a very large step-change between No. 8 Stanshawe Road and the present building, the proposal would exacerbate this situation.		Smaller step change	
The concerns with the design are partly to do with its size and bulk and partly to do with how the materials are employed . In the pre-application design workshop, officers were concerned with how the additional height and bulk would be handled and clearly advised that to be successful, the design needed to be sympathetic to the brick treatments in the area and set back the top storey to relieve the impact of the increased height . Neither of these aspects have been well articulated in the application proposal.		Brick recessed top	
This sort of design would suit a business park location and presumably the fins provide a kind of privacy function as well. However, the fins exaggerate the vertical emphasis as these are relatively tightly spaced and rise in a continuous line to the roof which makes the height seem elongated , so that it would appear out of scale with its surroundings . This is the opposite of what was advised to the applicant. The proposal appears to consciously exaggerate this verticality .			
The design relies principally on a glazed curtain wall system with tall vertical glazed panes and vertical fins . The panes create a very ‘open’ environment and this is not characteristic of the area, which is more restrained and has a strong brick aesthetic .			
The lack of a set-back of the top storey would add unacceptably to the bulky appearance of the proposal . The applicant considers that he has responded to officers’ concerns by providing a minimal set-back of glazing, being no more than 0.5m and the fins do not recess at all. The top of the fins is therefore presented as a strong ‘cornice’. In officers’ view, the horizontal emphasis should be on the ‘added storey’ not on the roof of the building . This has drawn emphasis to the increased height and the eye is drawn right to the top of the building. It is not sympathetically integrated into the street, and the result is an overly-bulky appearance and it appearing out of scale with the adjoining buildings.		Recess top storey	

The bulk and height of the west flank elevation would present a sheer unrelieved ‘cliff’ wall to Stanshawe Road. This element needed to be carefully handled and officers suggested glazed and lighter building elements to minimise this impact. The application scheme has a high brick party wall with tall recessed brickwork. This abrupt change in scale would be dominating and overbearing to the smaller-scale residential terraced housing on the north side of Stanshawe Road, to the detriment of the streetscene .		Reduce brick shoulder height	
Furthermore, the over-use of curtain walled glazing and relegation of brick to peripheral elements of the design would not present a unified design approach, and would fail to respond to and integrate with the prevailing brick character of the streets. Officers specifically advised that none of the four schemes presented at pre-application stage was considered to be correct and that a brick-faced building with a clear lighter top-floor set-back would be a suitable method for handling the increased roof bulk proposed and the applicant appears to have chosen his preferred scheme – the corporate-looking option – with only very minor token references to set-back and traditional materials. The result is a design which would be jarring in the local context, fail to reinforce any local distinctiveness and aim to produce a statement building, at the expense of a building which would successfully sit with its neighbours. The applicant is aware of officers’ design concerns.		More brick	
Daylighting/overshadowing: The applicant’s DAS has considered light effects of the proposal and there are residential properties and gardens to the west and north-west which may be affected by the one storey increase in height. This is a dense part of central Reading and the existing building's bulk and other properties (particularly residential) are very close and the Station Hill proposal will have an impact on light levels in the area. Given this situation and the fact that there is only one additional roof storey, the application is considered to be acceptable in this regard and on balance, does not produce a concern with Policy DM4, sufficient to warrant refusal of permission.			
Transport: The use would produce less trips on the highway network. Parking is restricted, but acceptable. The cycle parking is overly generous (with reference to the SPD) but shows a configuration which does not work, but with less spaces, it would be OK. Conditions are required for parking area provision, travel plan, CMS, etc. Overall, no transport concerns and proposal complies with policies CS22, CS23, CS24 and DM12.	Reconfigure		
Sustainability: Keeping the building is considered to be a benefit of the application. A BREEAM Offices target of 58.9 is anticipated, which meets the CS1 target of the BREEAM ‘Very Good’ rating. An energy report is supplied, showing commitment to energy conservation, delivery and renewable energy, with the latter being supplied by air source heat pumps (ASHPs). Satisfactory attention has therefore been given to energy conservation, climate change and the application of on-site renewable energy. In these respects, the application complies with policies CS1, DM1, DM2 and the SPD.			
Air quality/noise environment: A noise impact assessment/exposure assessment was submitted with the application. Plant level noise would be suitable and noise control to the offices would be OK. No air quality issues are raised by the EHOs. Conditions recommended in terms of CMS, etc. No concerns in terms of CS34.			
Landscaping: The tree officer asks if landscaping can be included and suggests possibly the area between the front of the building and the back of the pavement. This is a very hard-surfaced area and her point is understandable. But the current building had window-boxes and these were filled in with granite blocks some time ago, either due to maintenance liability or vandalism; possibly both. The car park is an extremely restricted space. On balance, I do not believe it would be worthwhile to pursue landscaping on this site and better to focus on the quality of the design of the building. No conflict in this case with policies CS7, CS38 or DM18.			
Infrastructure: The CIL Liability has been calculated as £26,040. There are no other S.106 requirements. The travel plan could be dealt with via condition were the application otherwise acceptable.			
Equalities Act: In determining this application, the Council is required to have regard to its obligations under the Equality Act 2010. The key equalities protected characteristics include age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sexual orientation. There is no indication or evidence (including from consultation on the application) that the protected groups have or will have different needs, experiences, issues and priorities in relation to the particular planning application. In terms of the key equalities protected characteristics it is considered there would be no significant adverse impacts as a result of the development.			
CONCLUSION: The application is not acceptable, due to its impact in streetscene and design terms. There are no other issues.		Smaller Shoulder, Recessed top storey Brick Design: Bulk, massing materials	

06.00 | Planning Application and Refusal

06.03 | Initial Response

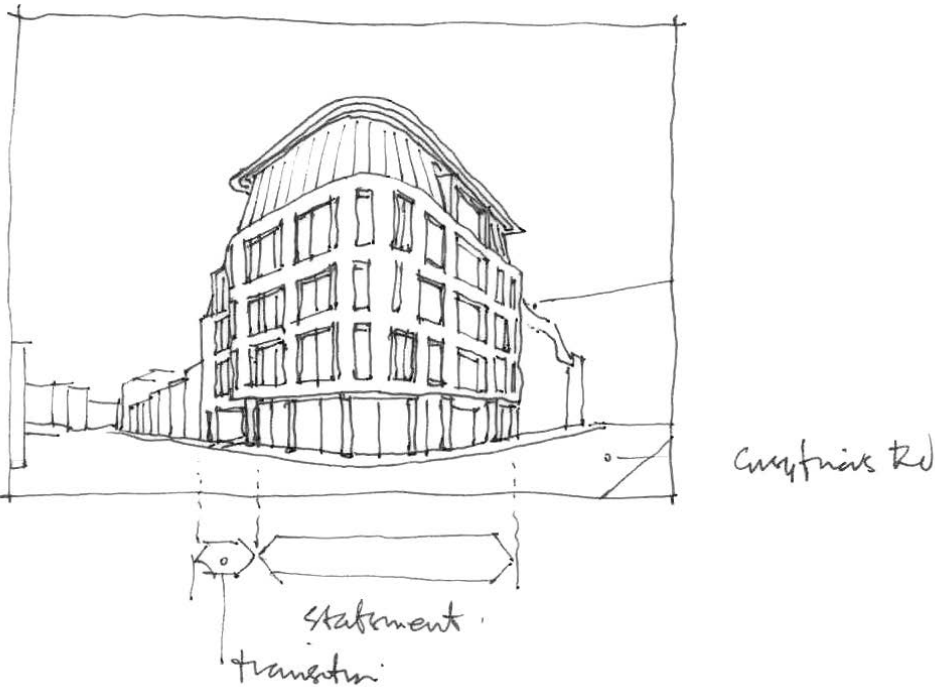
In response to the issues raised by the planning refusal a new concept scheme was developed which responds to the local context by re-evaluating the mass and form of the building and its material treatment.

The site has been identified as an important transition point from the proposed massing of the Station Hill development and the mass of the terrace houses along Stanshawe Road.

The elevation along Greyfriars Road should be prominent, providing a statement building which will book-end this section of the street. The concept responds to concerns over the material choice by introducing a wrap of brickwork with a gridded pattern of punched windows. The size and proportion of the openings along Greyfriars Road optimise daylight levels and reveal the space within.

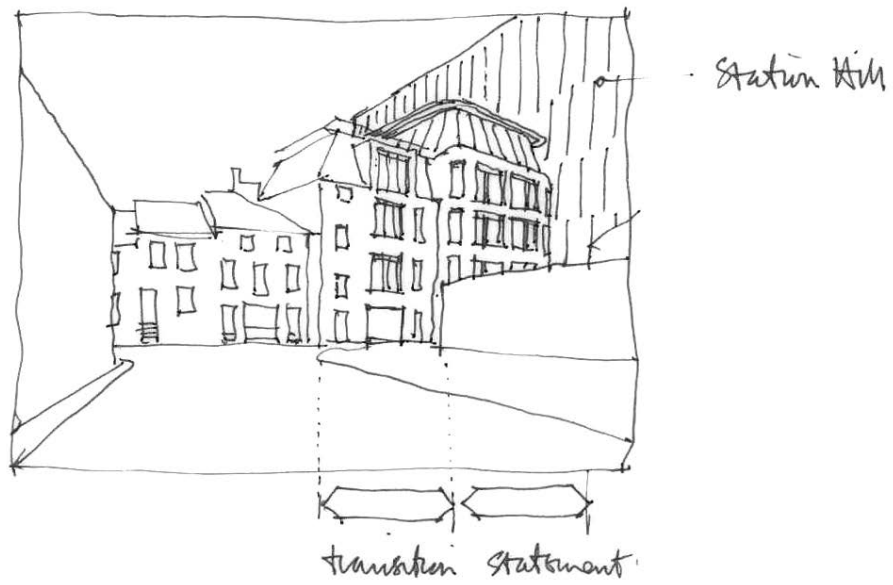
This treatment wraps around the corner onto Stanshawe Road to form a statement on the road junction before stepping down in scale. This change is further emphasised by the size and portion of the opening which become more 'residential' in appearance.

A mansard was introduced at the top storey to reduce and articulate the buildings visual appearance from street level.



Sketch view from south-east at junction of Greyfriars Road and Stanshawe Road





Sketch view from south-west across Stanshawe Road



06.00 | Planning Application and Refusal

06.04 | 22.06.2015 - Pre-Application

The revised scheme was further developed and issued to RBC prior to a further pre-application discussion. The overall approach was considered much improved by RBC. Below is a summary of the feedback received on the 2nd July 2015:

- The use of brick rather than curtain wall and fins helps to temper the excessive height of the building and is considered an improvement.
- The greyish-looking brick at ground level with the stall risers is considered appropriate although the columns at this level should align with the gridded appearance above.
- Brick colour is to be reviewed, RBC have a preference for a red/orange brick.
- The brick curvatures and 6-panel box will need to be carefully detailed and the curves are going to look much nicer in curved bricks or curved slips.
- The span of the windows and the use of spandrel panels to be considered.
- General uniformity of the grey stall risers, window surrounds and spandrels is supported.
- Glazed mansard is an interesting idea but needs further development. Mansard should be set back behind a parapet.
- Stanshawe Road party wall improved, glass on stair area to be opaque.



Streetscene along Greyfriars Road



Streetscene along Stanshawe Road

06.05 | 10.08.2015 - Informal Pre-Application Discussions

Three options for the extent of the top storey setback were prepared for discussion with the planning officer:

- Option 10-05 - 350mm setback
- Option 10-06 - 1000mm setback
- Option 10-07 - 600mm setback

Following discussions with the RBC officers, option 10-06 with the 1000mm setback was selected due to its reduced visual impact. The flank wall to no. 45-51 Greyfrairs Road has been reconfigured as a hipped roof to deliver a consistent approach to massing and detailing.



Option 10-05 350mm Set-back



Option 10-06 1000mm Set-Back



Option 10-07 600mm Set-back

06.00 | Planning Application and Refusal

06.06 | Summary of Response to Refusal

Below is a table outlining the primary reasons for refusal and the steps that have been undertaken to address these issues prior to the resubmission of the planning application. Further details about the revised application can be found on the following pages.

Element	Positive Response
The size of the proposal and its glassy corporate nature would not sit well with the buildings which it adjoins. Stanshawe Road is a residential street of terraced houses and there is already a very large step-change between No. 8 Stanshawe Road and the present building, the proposal would exacerbate this situation.	RBC were concerned about the transition from the site to the terrace buildings along Stanshawe Road and in particular the treatment of the Stanshawe Road party wall. The site is an important transition zone between the massing of the proposed Station Hill development and the massing of the terrace houses on Stanshawe Road and the proposed scheme acts as a step between the two. To further assist this transition, the following changes have been made: • The height of the parapet steps down along the Stanshawe Road Elevation from its highest point on the road junction. • The elevation also steps back out of respect of the historic building line. • This is further emphasized by a material change from brick along Greyfrairs Road and on the corner to a render system. • A mansard has been introduced to the top storey. • The party wall in to be reclad using a render system with a setback mansard to the top storey.
The concerns with the design are partly to do with its size and bulk and partly to do with how the materials are employed . In the pre-application design workshop, officers were concerned with how the additional height and bulk would be handled and clearly advised that to be successful, the design needed to be sympathetic to the brick treatments in the area and set back the top storey to relieve the impact of the increased height . Neither of these aspects have been well articulated in the application proposal.	The materiality of the adjacent building has been reassessed and the following changes to the design have been made so that the proposed scheme is more in-keeping with the local context: • The elevation has been revised with a new red/orange brick wrapper being introduced. • The brick wrapper in punctuated by a rhythm of openings which contain glassed windows and coloured spandrel panels • As stated above, a mansard has been introduced to visually lighten the top storey. Through discussion with RBC, this mansard has been setback 1000mm from the outer face of the brick parapet.
This sort of design would suit a business park location and presumably the fins provide a kind of privacy function as well. However, the fins exaggerate the vertical emphasis as these are relatively tightly spaced and rise in a continuous line to the roof which makes the height seem elongated , so that it would appear out of scale with its surroundings . This is the opposite of what was advised to the applicant. The proposal appears to consciously exaggerate this verticality .	In response to RBCs concerns that the spacing and vertical articulation of the curtain wall fins exaggerates the height of the building, the following changes have been made: • The curtain wall has been replaced with a brick wrapper with punched windows based on a 1200mm elevation grid. • The change in materiality and window proportion has resulted in a scheme which is in-keeping with the local context. • The top storey is set back behind a parapet. • These combined reduced the visual height and give the building a horizontal appearance.
The design relies principally on a glazed curtain wall system with tall vertical glazed panes and vertical fins . The panes create a very 'open' environment and this is not characteristic of the area, which is more restrained and has a strong brick aesthetic .	RBC were concerned by the extent of glazing and the overall appearance of 'open-ness' that resulted from the elevational treatment of the previous application scheme. This concern has been addressed via the following: • The extent of glazing has been significantly reduced. • The proportion of the windows on Greyfrairs Road and wrapping around on to the corner with Stanshawe Road are sized to maximise the amount of daylight, to create a statement on the road junction and to portray the office environment accommodated behind. • The size of the openings are no longer out of keeping with the other office buildings along Greyfrairs Road, particularly number 9-27. • The size and proportion of the windows on the Stanshawe road elevation are reduce in response to the residential look and feel of this street.
The lack of a set-back of the top storey would add unacceptably to the bulky appearance of the proposal . The applicant considers that he has responded to officers' concerns by providing a minimal set-back of glazing, being no more than 0.5m and the fins do not recess at all. The top of the fins is therefore presented as a strong 'cornice'. In officers' view, the horizontal emphasis should be on the 'added storey' not on the roof of the building . This has drawn emphasis to the increased height and the eye is drawn right to the top of the building. It is not sympathetically integrated into the street, and the result is an overly-bulky appearance and it appearing out of scale with the adjoining buildings.	The top storey of the building has been reconsidered with the following changes made: • The top storey curtain wall and fins have been replaced with a mansard which is setback behind a brick parapet • The mansard is finished in lead which will help to lighten its visual appearance.
The bulk and height of the west flank elevation would present a sheer unrelieved 'cliff' wall to Stanshawe Road. This element needed to be carefully handled and officers suggested glazed and lighter building elements to minimise this impact. The application scheme has a high brick party wall with tall recessed brickwork. This abrupt change in scale would be dominating and overbearing to the smaller-scale residential terraced housing on the north side of Stanshawe Road, to the detriment of the streetscene .	RBCs concerns for the Stanshawe Road party wall have been addressed by the following design changes: • The party wall will be reclad using a render system to match the Stanshawe Road elevation. This continues on to the north internal elevation. • The top storey is a mansard as described above with opaque glass windows.
Furthermore, the over-use of curtain walled glazing and relegation of brick to peripheral elements of the design would not present a unified design approach, and would fail to respond to and integrate with the prevailing brick character of the streets. Officers specifically advised that none of the four schemes presented at pre-application stage was considered to be correct and that a brick-faced building with a clear lighter top-floor set-back would be a suitable method for handling the increased roof bulk proposed and the applicant appears to have chosen his preferred scheme – the corporate-looking option – with only very minor token references to set-back and traditional materials. The result is a design which would be jarring in the local context, fail to reinforce any local distinctiveness and aim to produce a statement building, at the expense of a building which would successfully sit with its neighbours.	As already discussed above, the materiality and articulation of the elevations have been reviewed so that it is more in-keeping with its local context. This materiality has been explored with the RBC planning officer through further pre-application discussions and the feedback received has been positive.

07.00 | Proposed Scheme

Use & Amount

07.01 | Proposed Use

Similar to the previous consented uses and the current (yet to be implemented) consent, the proposed use for the application site is B1 office.

This is consistent with local planning policy for this area of Central Reading.

07.02 | Proposed Amount

The accommodation schedule below illustrates the quantum of floor space for the existing building and the proposed scheme together with the net change in area between the two. Figures are shown for the following:

- Gross External Area (GEA)
- Gross Internal Area (GIA)
- Net Internal Area (NIA)

The increase in Gross External Area (GEA) for the application site is 829sqm which provides a total GEA of 2,150sqm. This gives a plot ratio of 388% which is lower than the consented minimum plot ratio of 418% for the Station Hill development, but appropriate for the urban centre of Reading.

07.03 | Proposed Site Layout

The principles of the proposed site layout are similar to the existing site layout (refer to the illustrations to the right). The location of the main pedestrian entrance to the building is retained on Greyfriars Road dictated by the location of the existing lift and stair core. Being accessed from Greyfriars Road ensures that the main entrance belongs to the ‘family’ of office building entrances on the street.

Vehicular and secondary pedestrian access is retained off Stanshawe Road and new automatic vehicular and pedestrian security gates will be provided (integrated into the proposed building fabric) to secure the site and clearly define public from private areas.

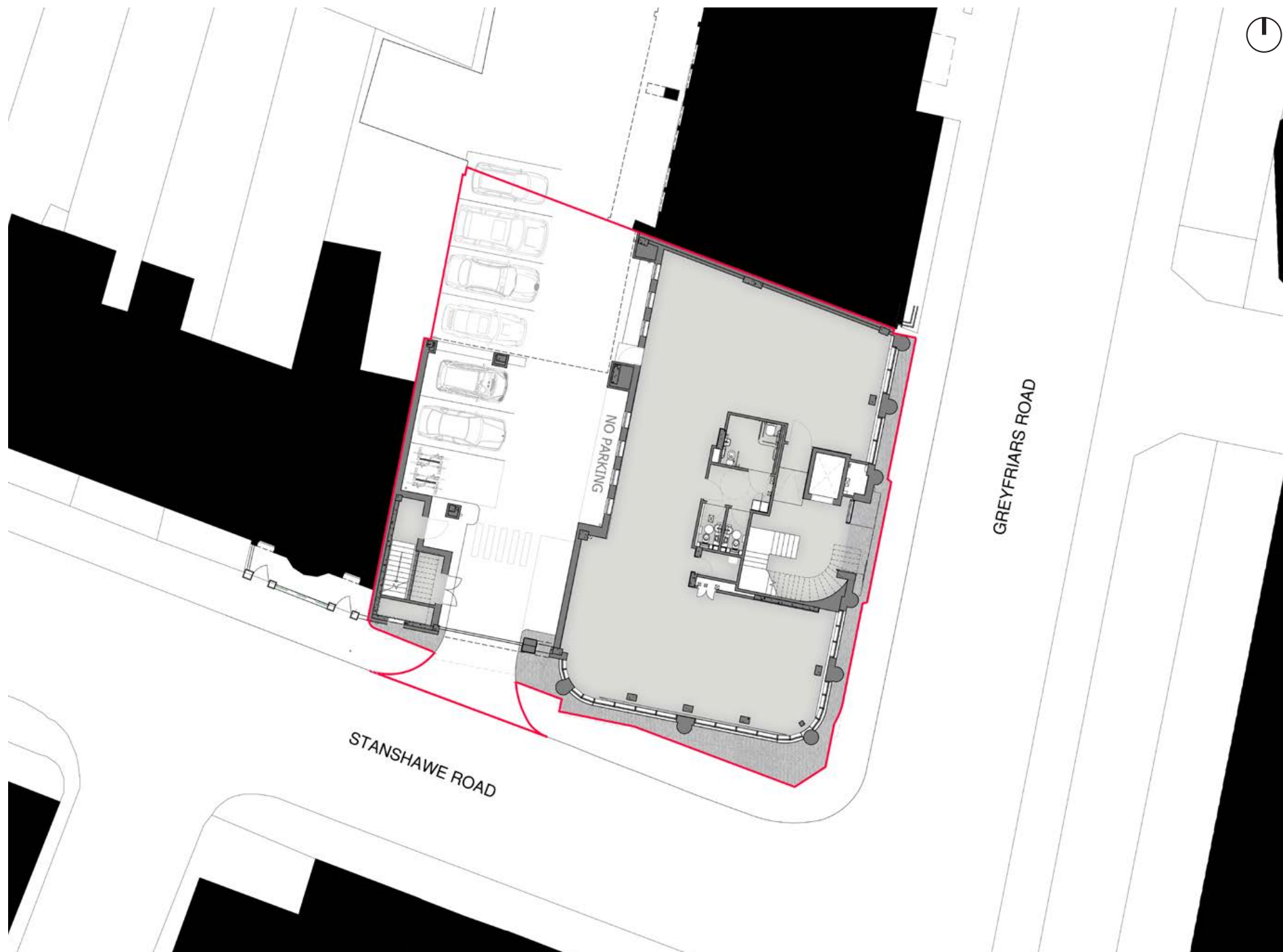
Curtain wall glazing to the ground floor provides an unbroken ribbon of active frontage to the front of the building as the curved façade wraps from Greyfriars Road to Stanshawe Road.

Beyond the new security gates, 4 number covered secure cycle parking spaces are provided via Sheffield stands. The cycle parking occupies a previous car parking space therefore reducing the total number of spaces on site from 7 to 6 spaces.

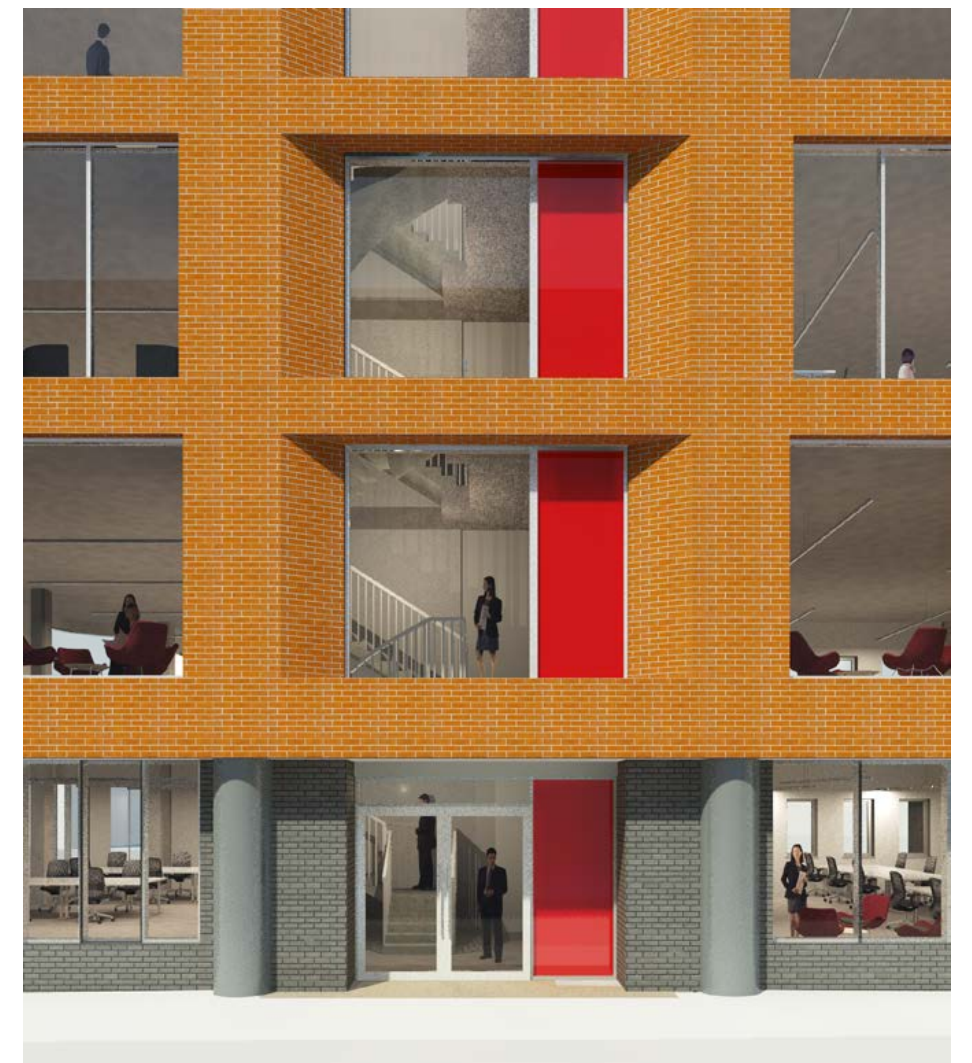
The main pedestrian entrance to the building is emphasised through the flared reveals of the windows above and by the use of an accent coloured panel at each floor. The front doors are recessed to provide a sheltered canopy area which prevents door swings opening out onto the public footpath as well as allowing building visitors to shelter whilst awaiting their host to provide access to the building. At ground floor the accent coloured panel accommodates the building access controls.

Storeys	Floor	Existing						Proposed						Difference					
		NIA		GIA		GEA		NIA (ex. Reception)		GIA		GEA		NIA		GIA		GEA	
		sq.m	sq.ft	sq.m	sq.ft	sq.m	sq.ft	sq.m	sq.ft	sq.m	sq.ft	sq.m	sq.ft	sq.m	sq.ft	sq.m	sq.ft	sq.m	sq.ft
	1 Ground	198	2,135	273	2,940	317	3,410	205	2,206	282	3,035	321	3,451	7	71	9	94	4	42
	2 First	349	3,760	427	4,594	466	5,012	361	3,884	446	4,794	477	5,137	12	124	19	200	12	125
	3 Second	349	3,754	427	4,589	466	5,010	361	3,884	446	4,794	477	5,137	12	131	19	204	12	126
	4 Third	0	0	59	640	73	783	361	3,884	446	4,794	477	5,137	361	3,884	386	4,154	405	4,353
	5 Fourth	0	0	0	0	0	0	309	3,325	376	4,043	397	4,276	309	3,325	376	4,043	397	4,276
Total		897	9,649	1,186	12,764	1,321	14,215	1,597	17,184	1,994	21,459	2,150	23,137	700	7,535	808	8,695	829	8,922
Car Parking		7						6											
NIA/GIA		76%						80%											
NIA/GEA		68%						74%											
Car Parking (sp per sq.m GEA)		189						358											

Site Area: 553.71 sq.m



Proposed Site Plan



Detailed view of main entrance

07.00 | Proposed Scheme

Layout

07.04 | Proposed Building Layout

From the main entrance, visitors enter the building via a level threshold into the main building core which provides access to vertical circulation such as the main stair and lift and the office floors. At ground floor a shallow ramp negotiates the level change from core to office space, there is ramp free level access to all other floors.

The existing main stair case and lift shaft together with the west escape stair core are extended up to provide access to the 2 new floors of office accommodation.

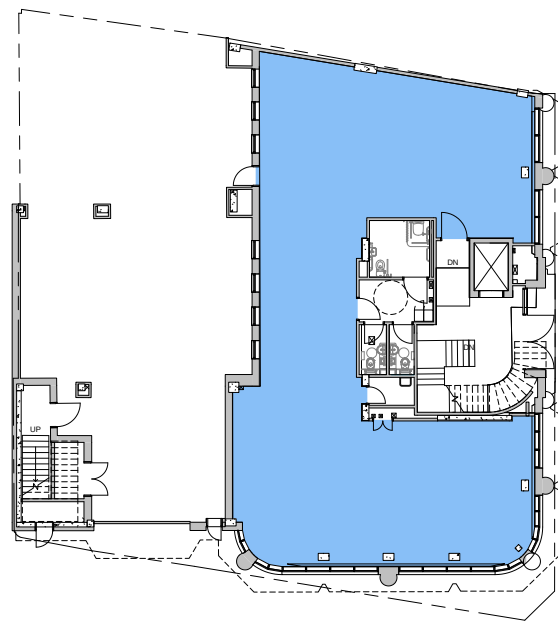
Sanitary facilities are accessed directly from within each office floor plate. Each floor benefits from its own unisex WC provision, disabled WC and shower, cleaner's cupboard and lockers linked to cycle provision. Sanitary provision is located centrally on the floor plate directly behind the core to enable the optimum amount of naturally lit window wall is available for office use. Disabled refuge and call points are provided at each floor (excluding ground floor) within each stair case.

The radius of the curved south west corner of the building is defined by the retention of the existing structural columns on the corner, passed which the brick and curved glass elevations flows in front of.

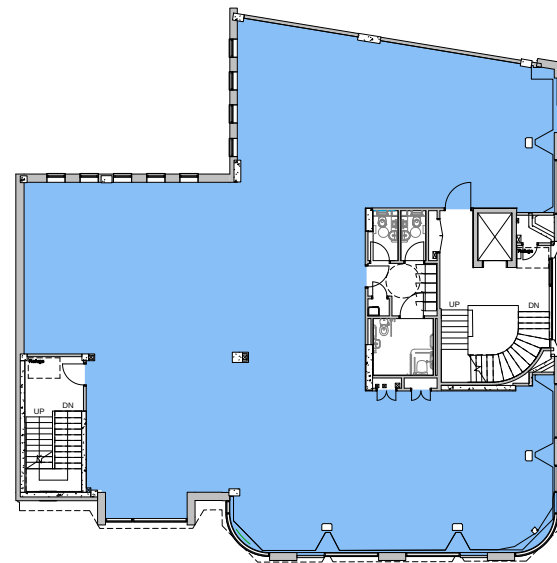
The Greyfriars Road Streetscape as shown below illustrates that the proposed application scheme reads as part of the family of massing similar to 9-27 Greyfriars Road, Reading.

To the south and west the brick elevations contain large glazed windows which will provides natural daylight and views for building occupants. To the north and east, the existing size window openings are replicated on the new floor levels to provide natural light to the office space whilst simultaneously respecting the privacy of adjacent private residential gardens. It is anticipated that all windows (except cores) will be fitted with manual roller blinds to provide user controlled shading.

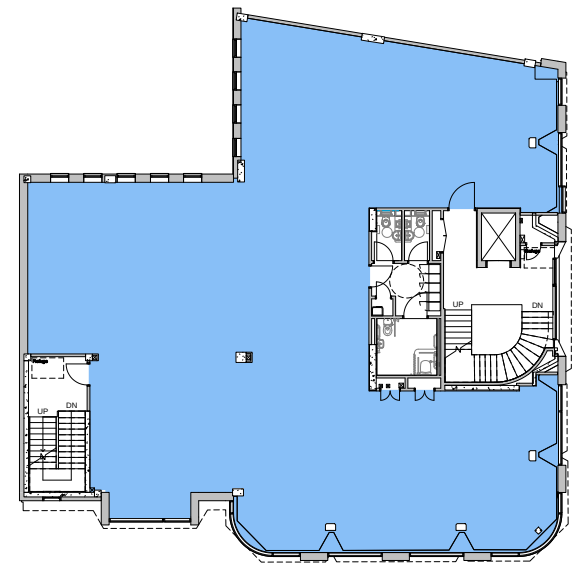
Access to the roof and open topped plant enclosure is provided via a roofhatch to the west escape stair core, where a 'man-safe' or similar system will be adopted to remove the need for continuous barriers at roof level.



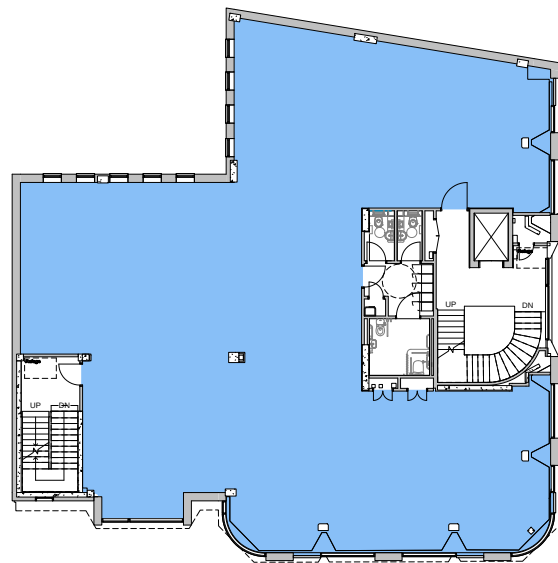
Proposed Ground Floor Plan



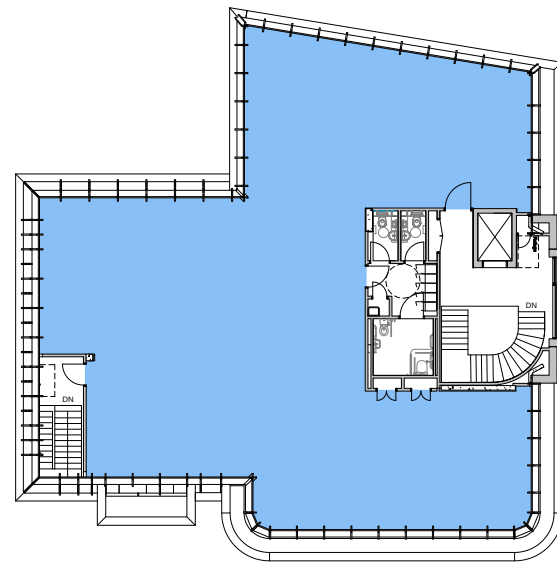
Proposed First Floor Plan



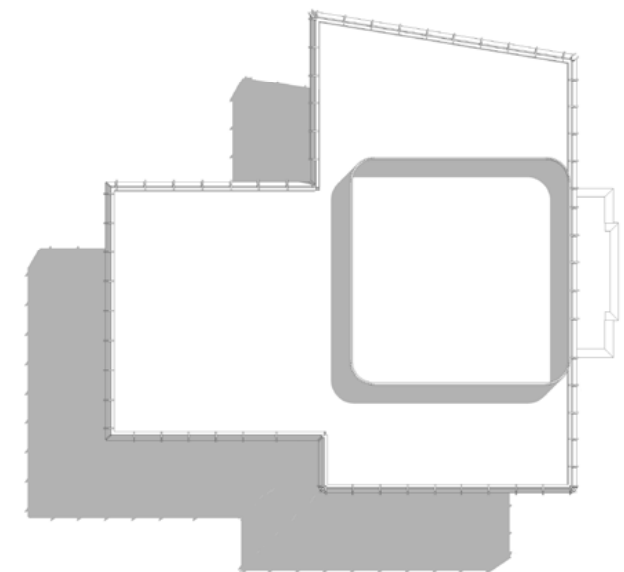
Proposed Second Floor Plan



Proposed Third Floor Plan



Proposed Fourth Floor Plan



Proposed Roof Plan

07.00 | Proposed Scheme

Scale

07.05 | Proposed Scale

Stanshawe Road Streetscape: As high-lighted in the existing scale section in the urban analysis part of this design and access statement the application site is the height transition zone between the Stanshawe Road terraces and the consented Station Hill scheme.

The coloured streetscape elevation to the right shows how the proposed building negotiates this change in scale, demonstrating how the streetscene incrementally steps up from the terraced housing to the application site to the Station Hill development beyond.

Greyfriars Road Streetscape: The Greyfriars Road Streetscape to the right illustrates that the proposed application scheme is similar in massing to that of 9-27 Greyfriars Road. To the north, Phoenix House 'book-ends' the street against the railway line.

At 5 commercial storeys the proposed scheme defines and landmarks the corner of Greyfriars/Stanshawe Road and will add balance to the feel of the street in massing terms compared to the consented Station Hill Scheme.

With respect to overall footprint, the proposed building does not oversail the highway any more than the existing building.



View looking north down Greyfriars Road



Stanshawe Road Elevation



Greyfriars Road Elevation

07.00 | Proposed Scheme

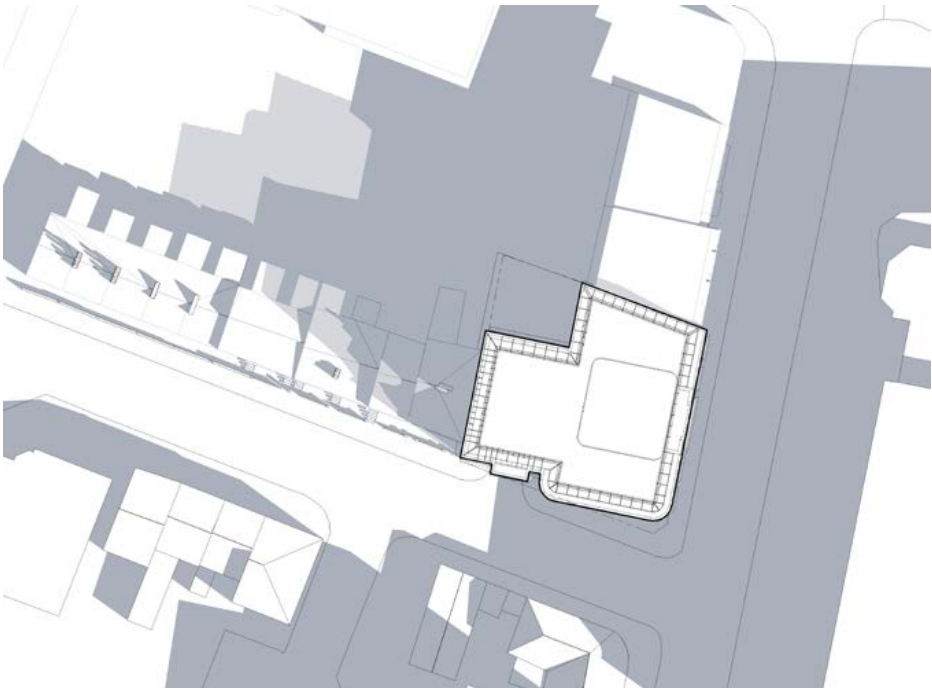
Sunlight Study - excludes Station Hill

07.06 | Sunlight Study

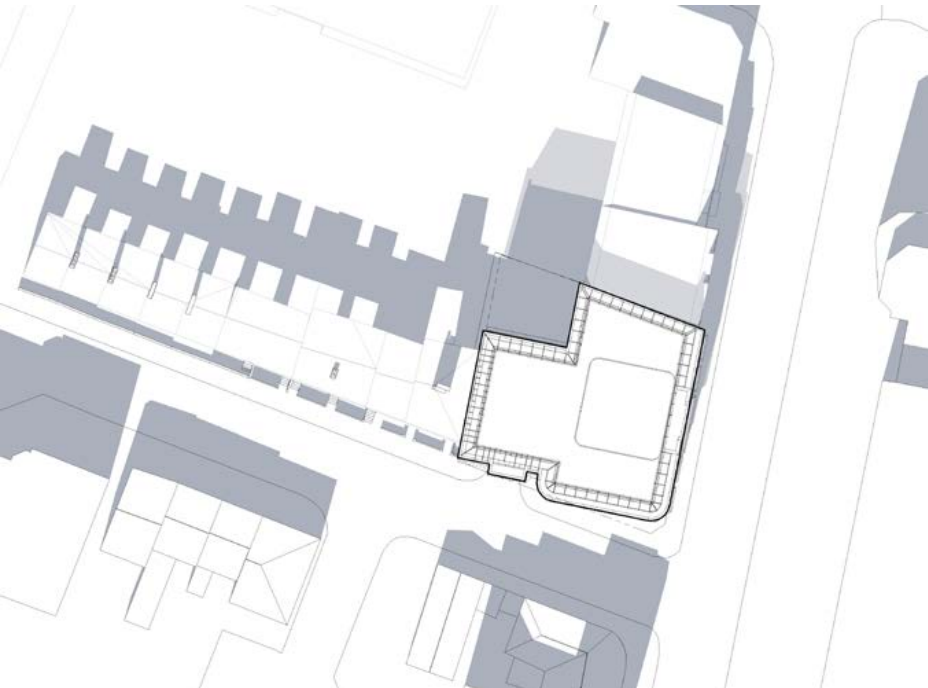
The below images show sunlight shadow casting throughout the day at key points throughout the year, namely the Equinoxes (March & September), Winter Solstice (December) & Summer Solstice (June).

The dark grey shading identifies the existing extent of the shadows, with the light grey shading showing the impact of the additional mass to the application site.

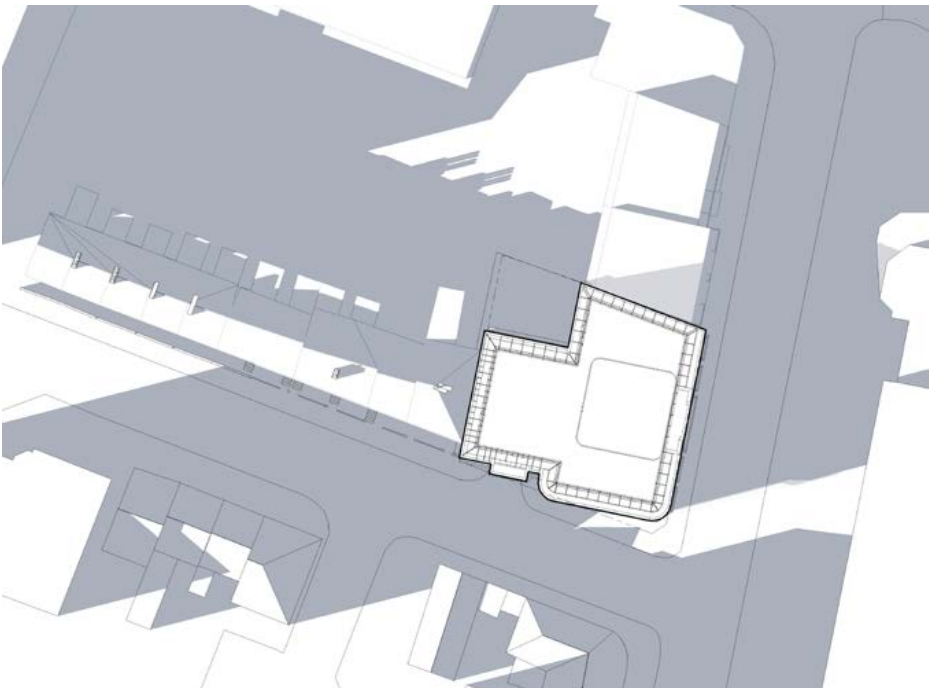
Please note, these images are modelled without the Station Hill scheme. The Station Hill combined maximum & minimum sunlight study is shown on the following spread.



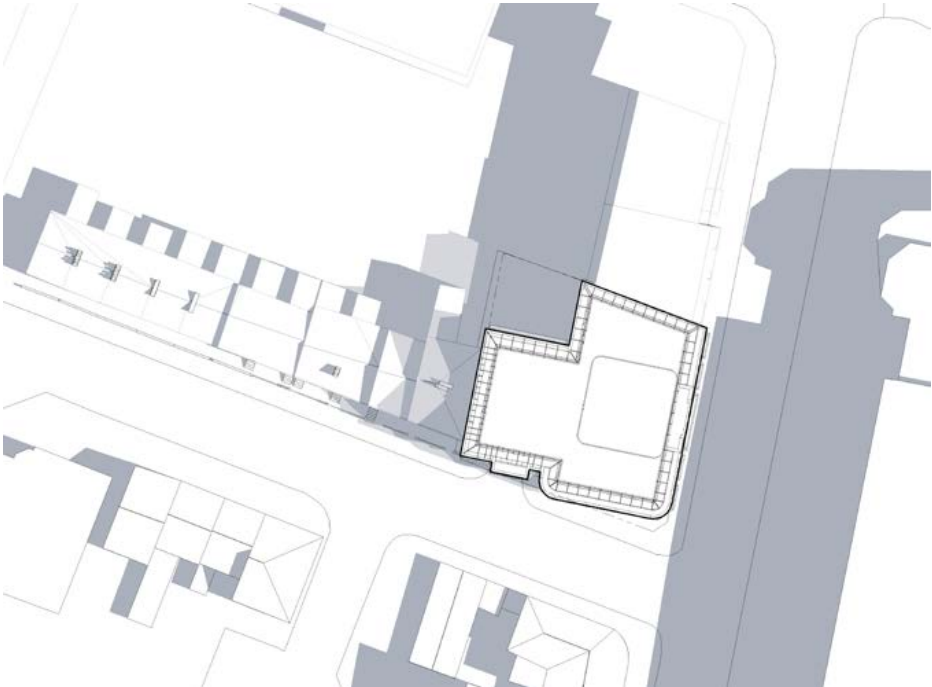
0900 - March



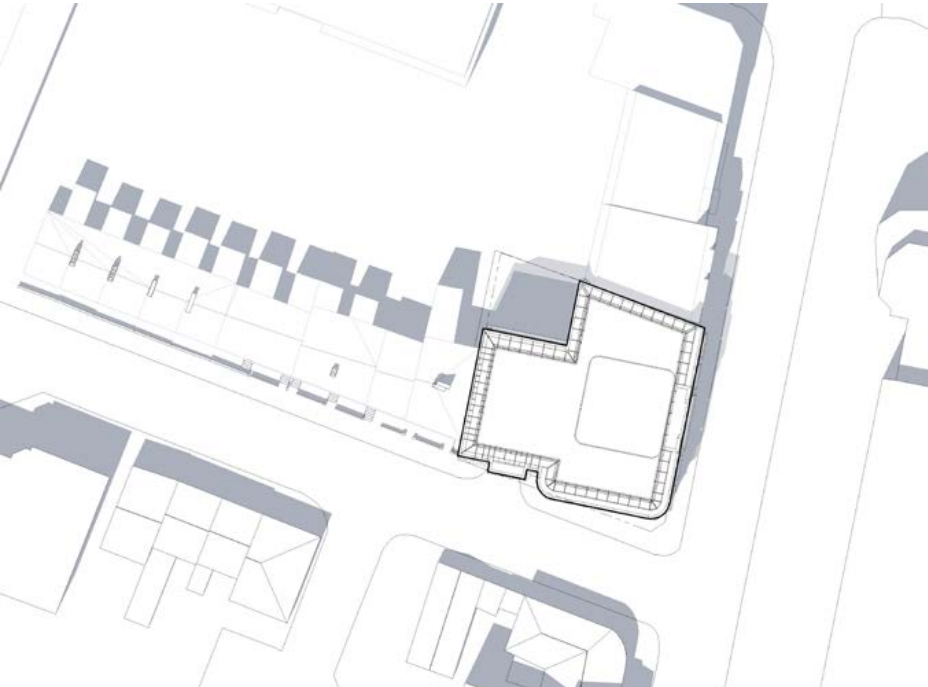
1300 - March



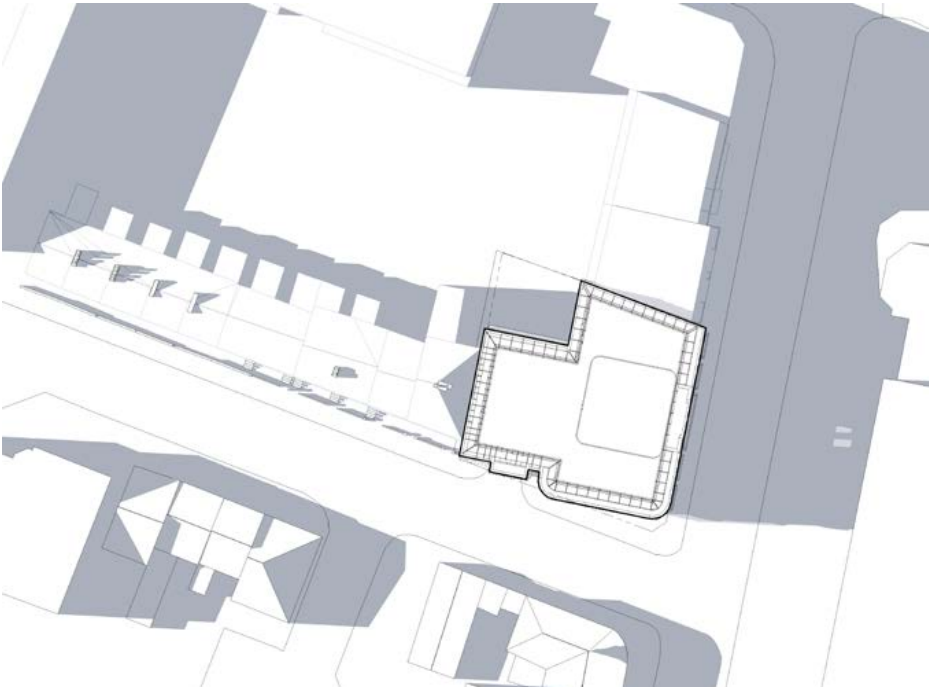
1700 - March



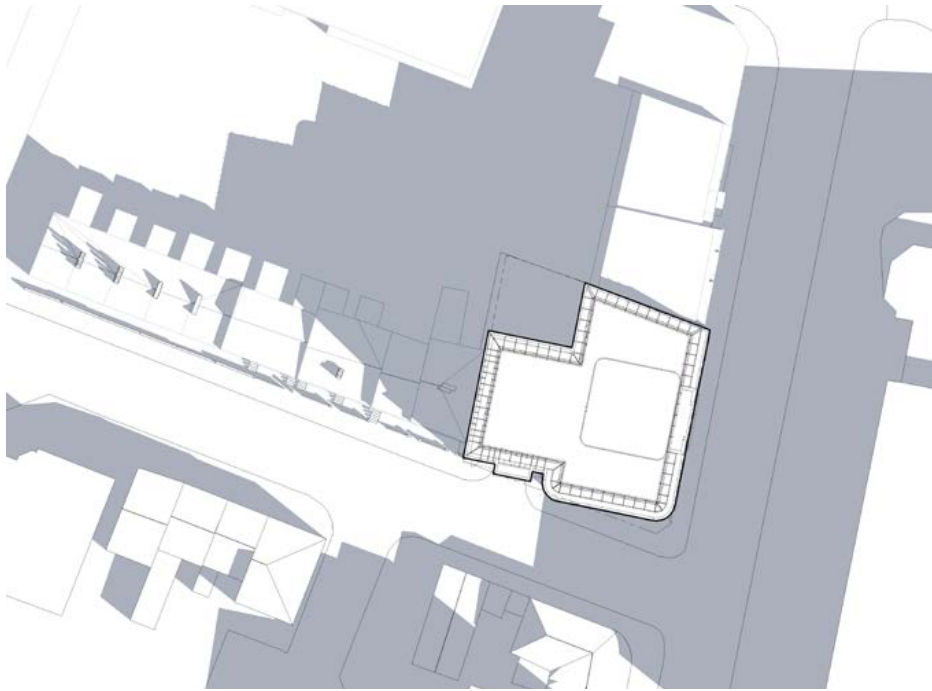
0900 - June



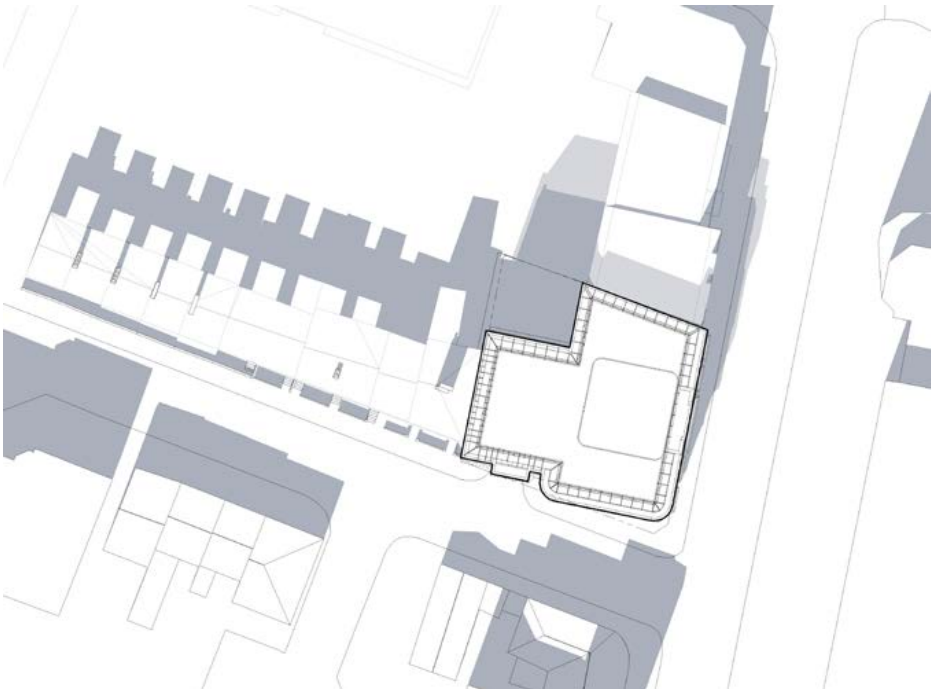
1300 - June



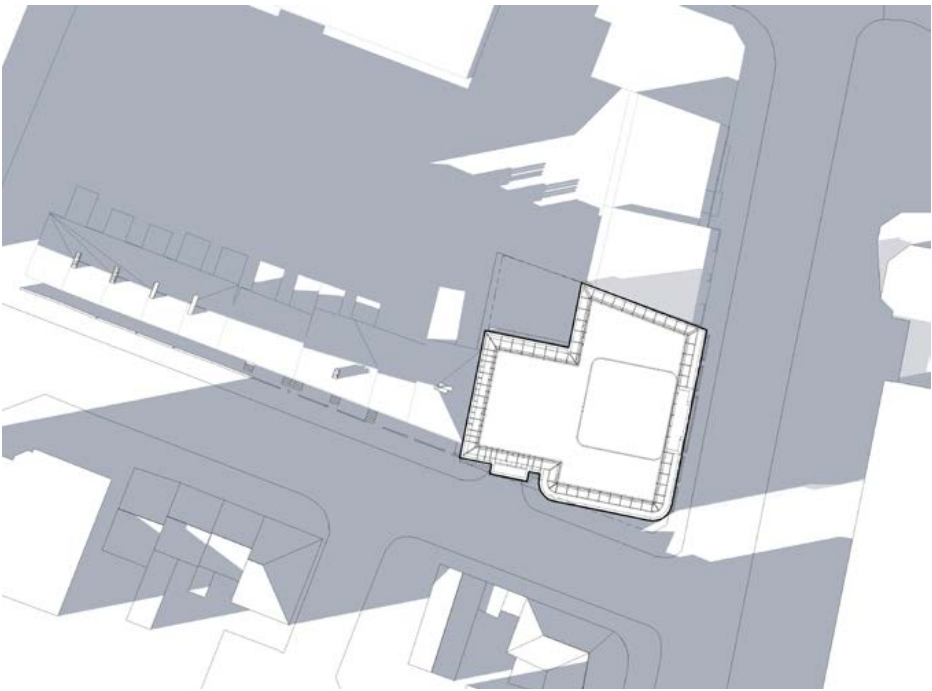
1700 - June



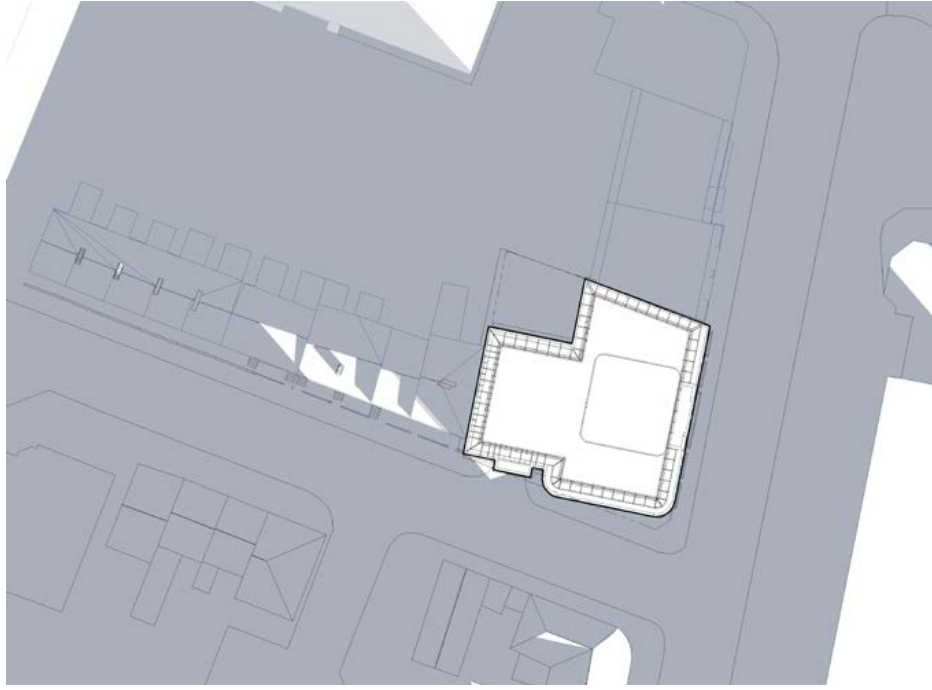
0900 - September



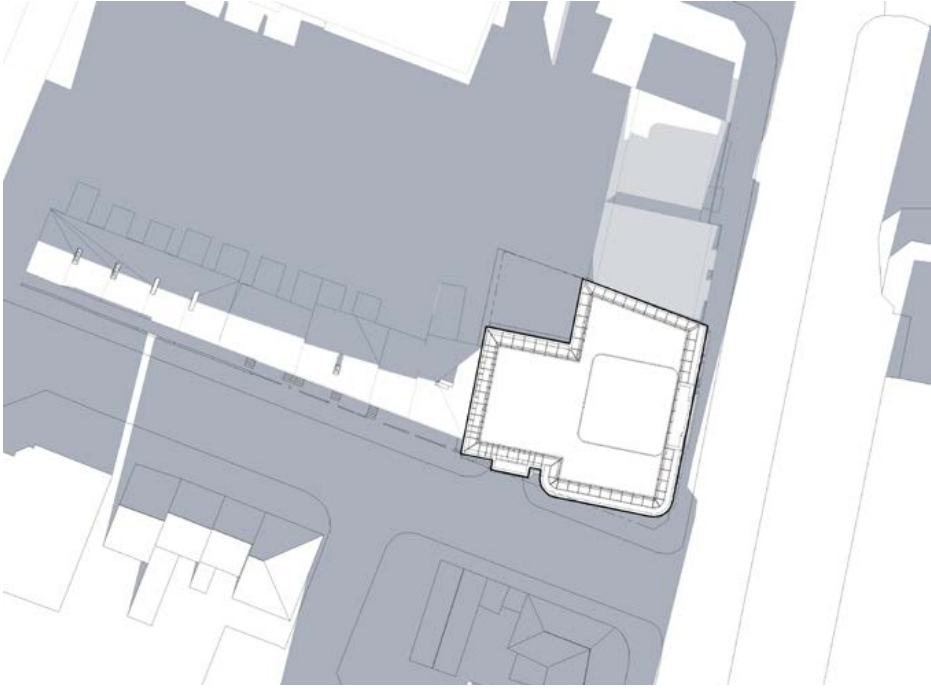
1300 - September



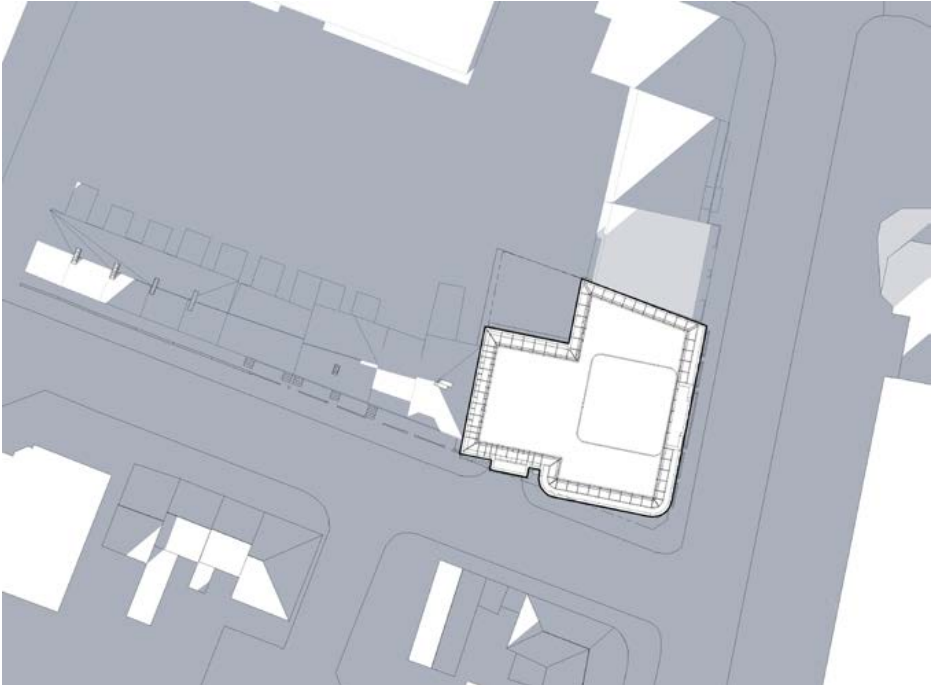
1700 - September



0900 - December



1300 - December



1700 - December

07.00 | Proposed Scheme

Sunlight Study - includes Station Hill

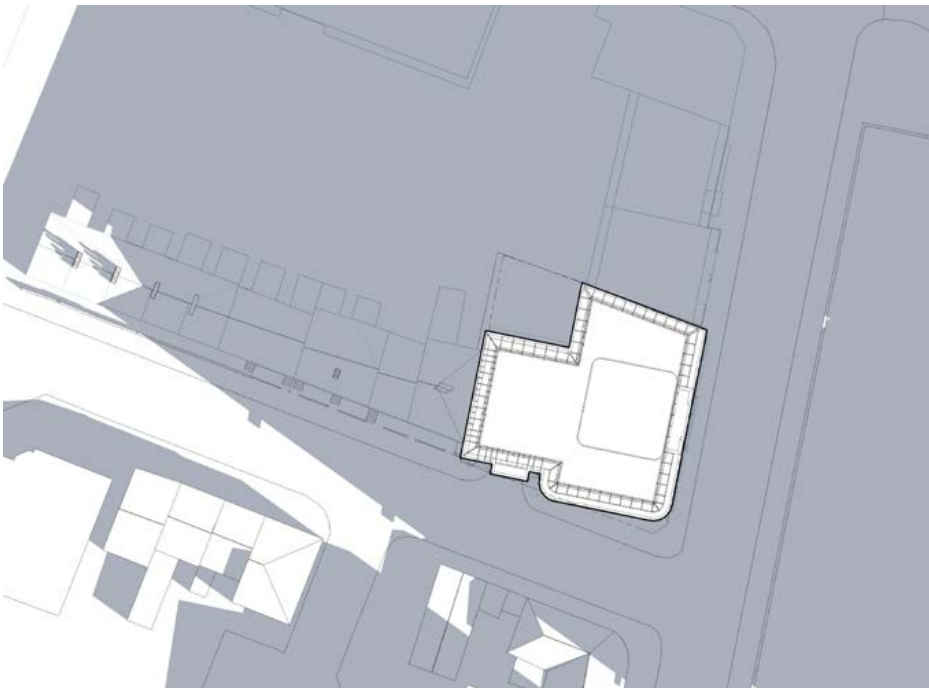
07.07 | Sunlight Study

The below images show sunlight shadow casting throughout the day at key points throughout the year, namely the Equinoxes (March & September), Winter Solstice (December) & Summer Solstice (June).

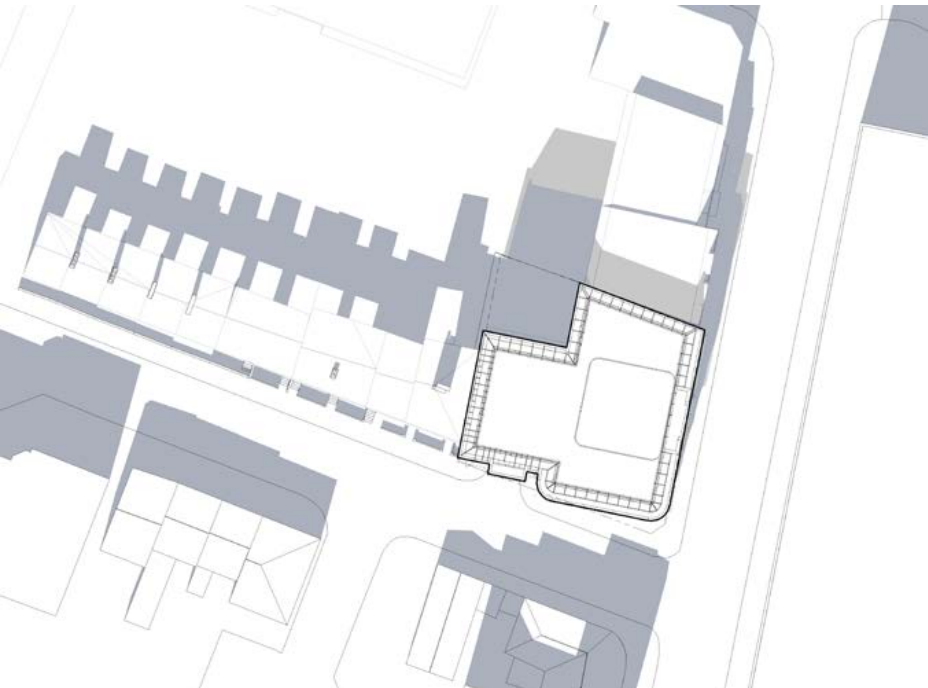
The dark grey shading identifies the existing extent of the shadows, with the light grey shading showing the impact of the additional mass to the application site.

Please note, these images are modelled with the Station Hill scheme.

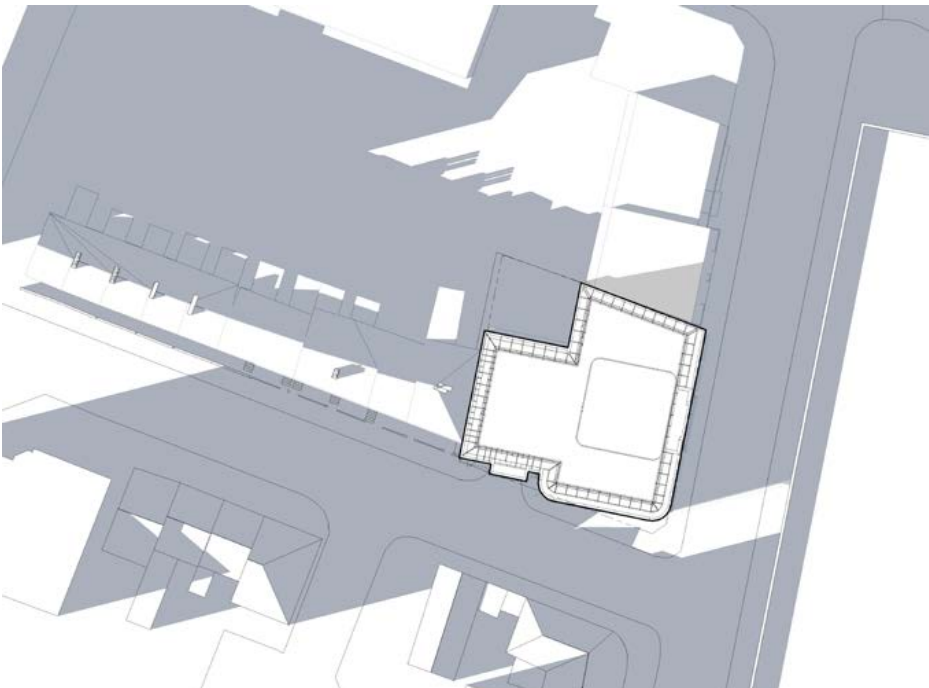
The impact of extending the height of the application site is a small amount of additional shading on the rear gardens to the terraces to Stanshawe Road in the early mornings. However, by 1300 this shading is no longer present.



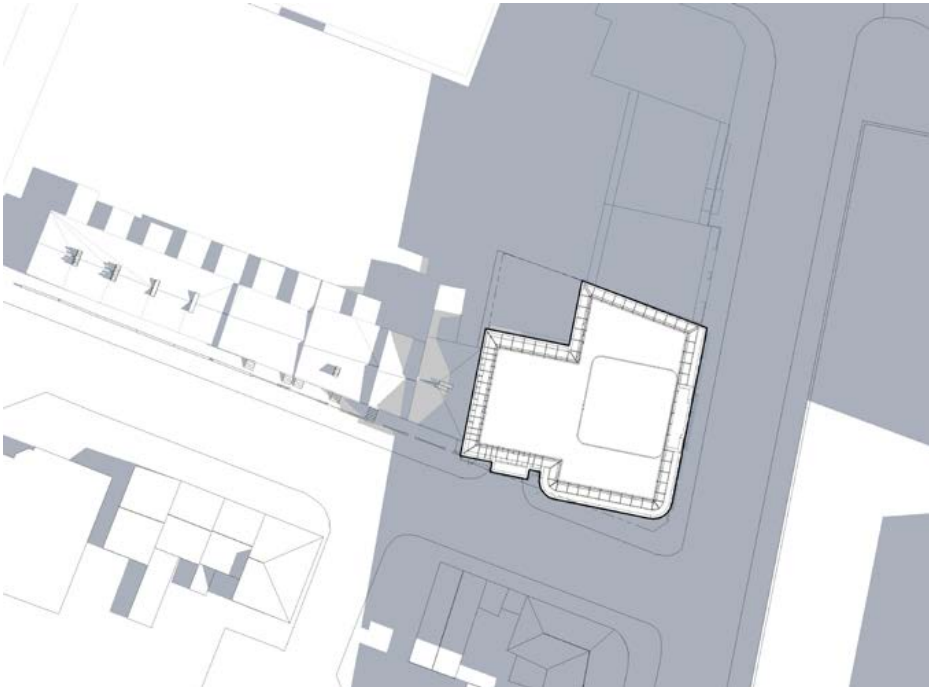
0900 - March



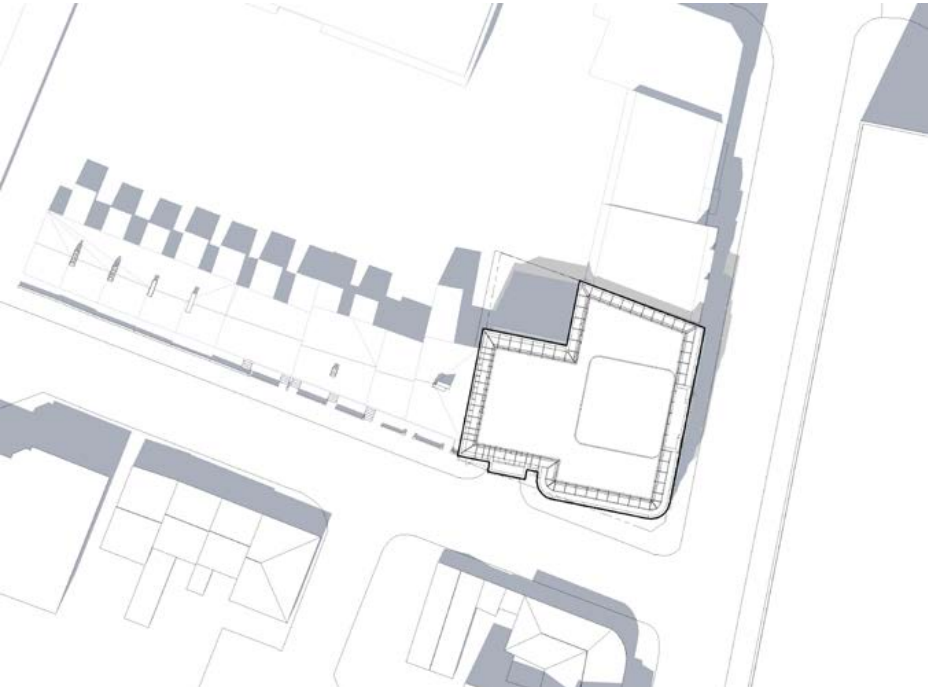
1300 - March



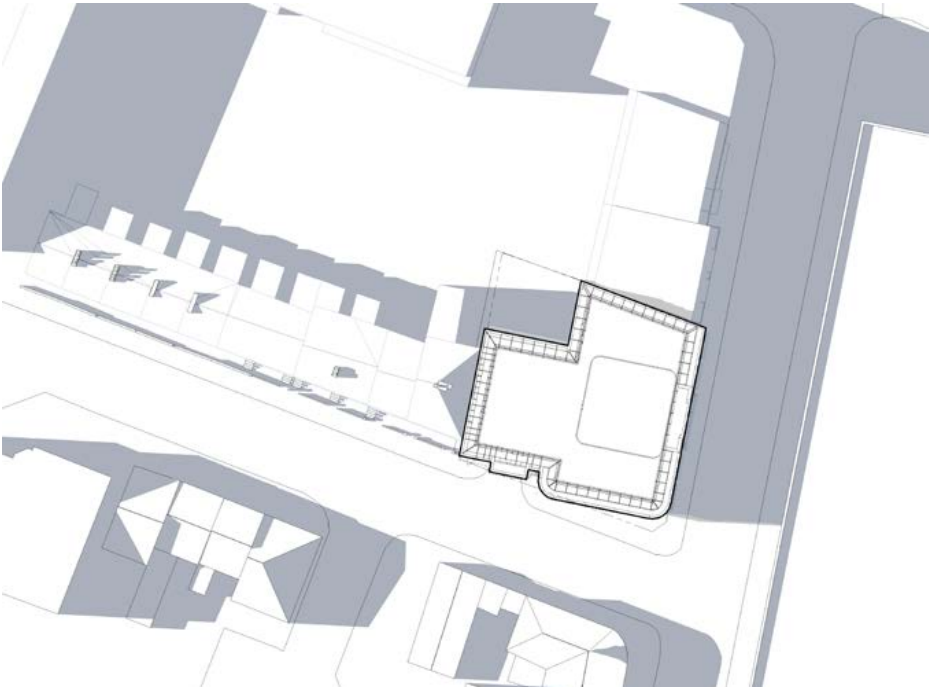
1700 - March



0900 - June

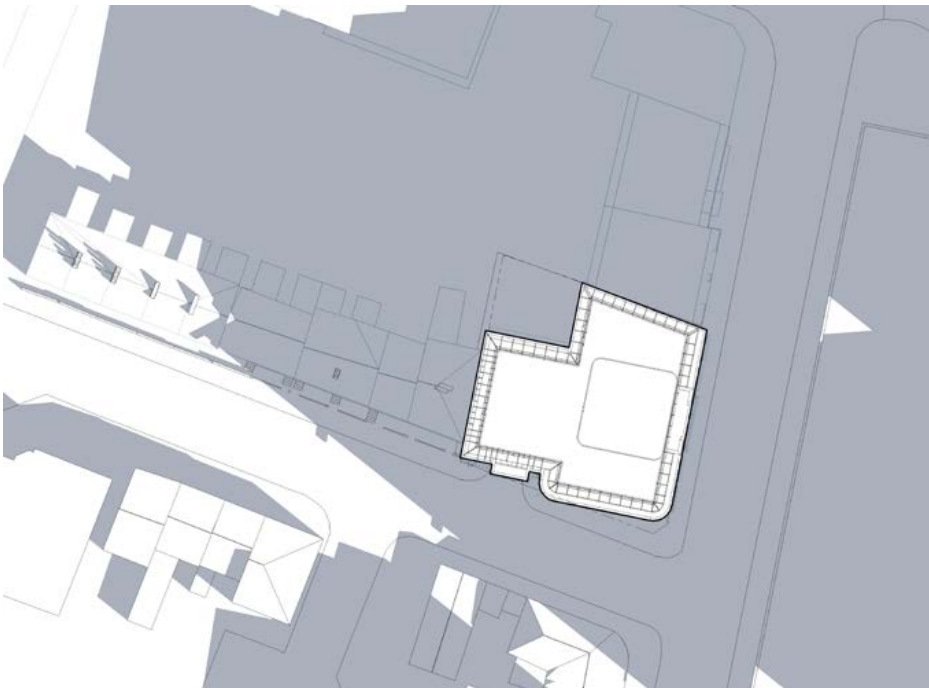


1300 - June

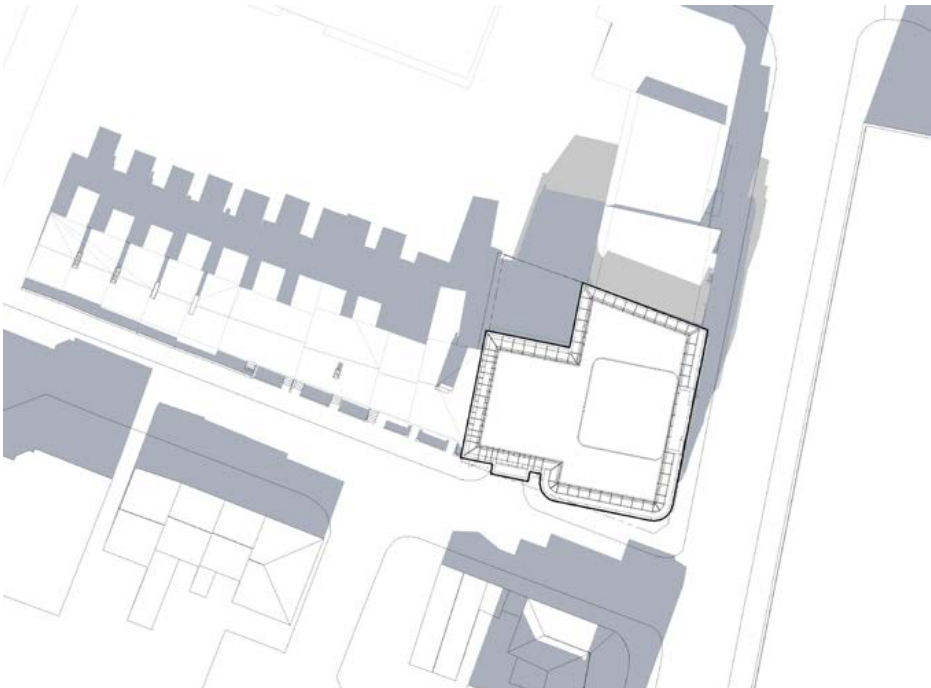


1700 - June

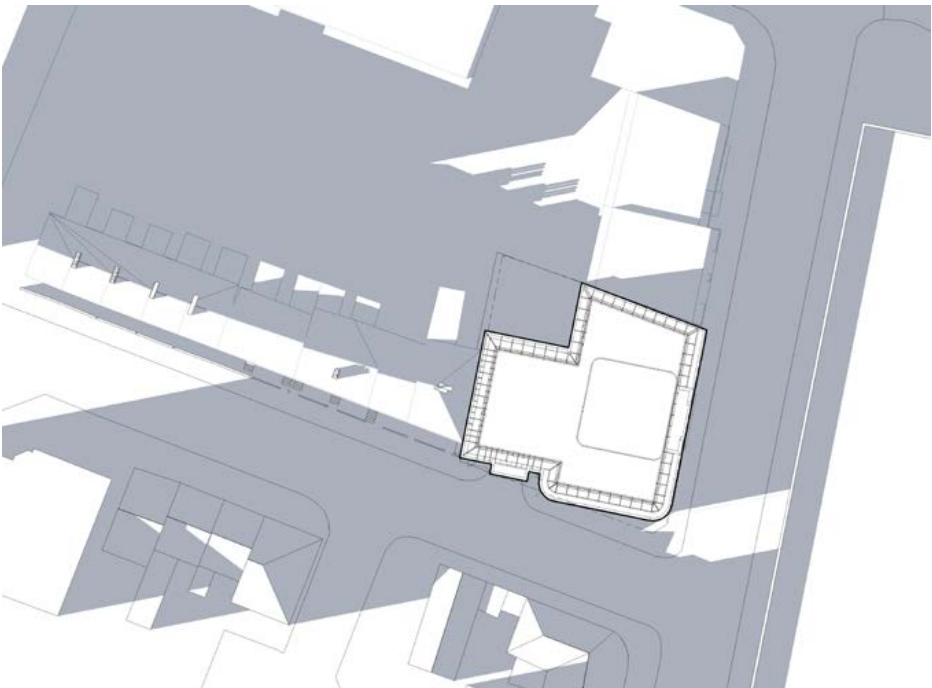
However, when tested with the Station Hill development (both the maximum and minimum heights of Plot A) the additional height to the application site has no impact on shading to the Stanshawe Rear Gardens as this is within the shadow of the Station Hill development.



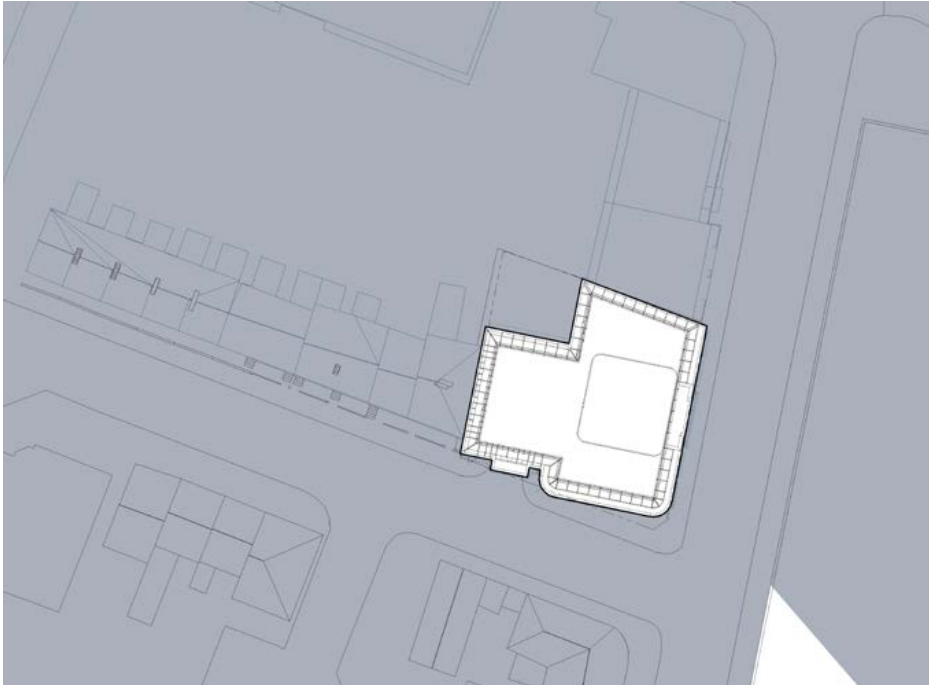
0900 - September



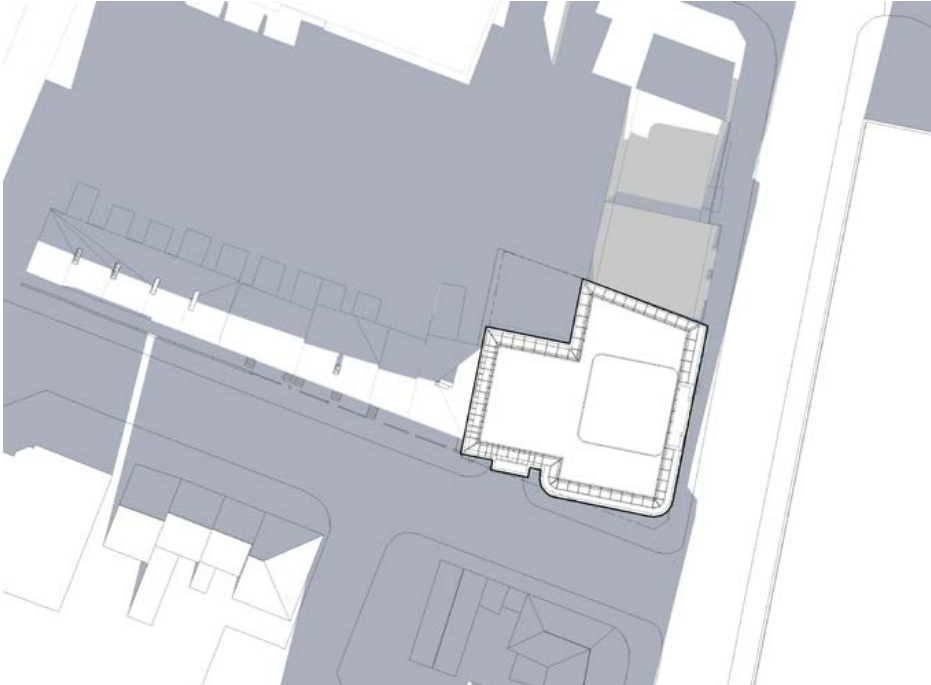
1300 - September



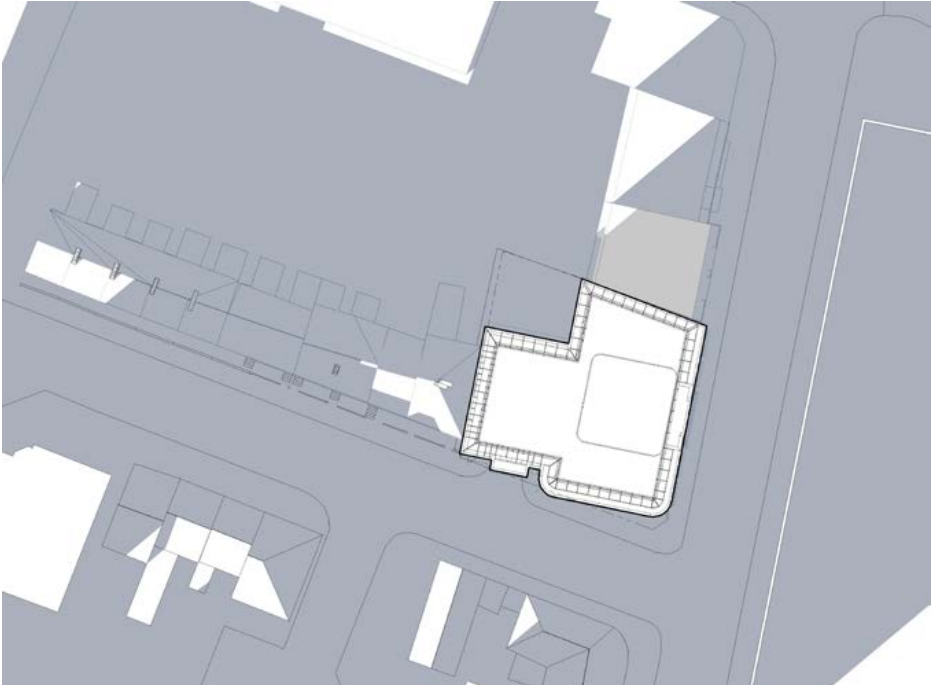
1700 - September



0900 - December



1300 - December



1700 - December