

PLANNING STATEMENT

36-43 Market Place, Reading, RG1 2DE



DOC REF 8483/DA

May 2015

DESIGN AND ACCESS STATEMENT –36-43 Market Place, Reading, RG1 2DE.

1.0 ASSESSMENT

1.1 PHYSICAL CONTEXT

The site details and current use are as follows;

Location – - 36-43 Market Place, Reading, RG1 2DE

Site area – - 789m²

Existing use - 1605m² vacant offices

The site is located in the centre of Reading,

1.2 SOCIAL CONTEXT

The site is a great opportunity to reinforce and expand residential opportunities for local people.

1.3 ECONOMIC CONTEXT

The site is located in a central location close to shops, and transport facilities.

2.0 EVALUATION

The site is currently vacant (previously an office now with permitted development permissions)

The area is majority 3 or 4 storeys with the two immediately adjacent structures being 3 storeys.

3.0 DESIGN

The proposed design will look to increase the residential area of the locality.

The site lies on the vibrant and busy high street within a culturally rich and diverse area these site specific features will inform a strong narrative for the aesthetic which expresses movement and diversity within its design.

4.0 USE

The site is currently vacant offices and therefore the proposal will look extend the existing structure to create residential accommodation. The proposed use of the site is consistent with the surrounding area and there is a clear demand for residential units in the area.

5.0 AMOUNT

The proposal is to over clad the building; this will not increase the footprint of the building. The site has prior approval for 33 flats with a pending prior approval application in for an additional flat.

6.0 LAYOUT

The residents will use the existing entrances to the site which are both from the high street.

7.0 LANDSCAPING

Due to the layout of the proposal up against the edge of the public pavement there is no opportunity to create landscaping within the proposal.

8.0 APPEARANCE

The majority of the building will over clad in render with a layer of insulation underneath. Between the windows there are coloured render panels in red and grey to increase the visual interest to the elevation.

The rear elevation will retain the existing brick and grey render panels will fill the spaces left by the reduction in window size. All of the original steel windows will be replaced with double glazed dark grey polyester powder coated aluminium windows.

In conclusion this design will tie into the existing street scene. The style of the structure has a narrative driven by the nature of the area and the function of the building and will form a focal point along Market Place.

9.0 ACCESS

The site is in the town centre and so has very good access to local public transport which includes bus, rail.

10.0 CONCLUSION

This proposal offers the utilisation of an underused site, developing and regenerating the site and the area. The additional residential space will create more homes for locals and increase trade in the centre of town.