

4.0 THE PROPOSAL

4.3 SCALE AND MASSING

Unified Street Elevation

The proposed elevation maintains the same height and massing as the consented scheme. Some modest alterations to the dormers of No146 Friar Street are proposed, but otherwise the elevations remain consistent with the consented design.

145 Friar Street

The Friar street facade of No 145 will be retained with a new shop front to the ground floor and a two storey extension above. The existing mansard will be replaced with an additional floor in keeping with the rest of the building's retained facade. Above this a new mansard roof extension will be introduced in a lightweight zinc material. This, alongside the roof at no 146 will create a harmonious animated roofline with slight height differences.

146 Friar Street

Building no 146 Friar Street has been altered beyond recognition and has no assumed architectural value. In regards to scale, the building appears to be disproportionately smaller than it's neighbouring buildings. The modern shop front further detracts from the contribution to the setting of the listed buildings and wider the town-scape of the area. The proposal to rebuild it to a more appropriate scale whilst adhering to the modesty in architectural detailing would ensure that the character and appearance of the listed buildings continues to be distinctive.

No 146 is to be rebuilt with two additional storeys. The third floor will be designed to replicate the more traditional design of the main building, in brick. The fourth floor extension is designed to appear as a minimalist roof clad in zinc, the use of mansards is in keeping with the existing rooftop treatment on site.

The revised scheme will result in enhancement in heritage and town-scape terms by optimising use of the heritage assets within town centre as well as considerably improving their commercial frontages.



Consented scheme (221232/221233) Friar Street Elevation



Proposed Friar Street Elevation

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4.4 MATERIALS & APPEARANCE- COURTYARD

Courtyard

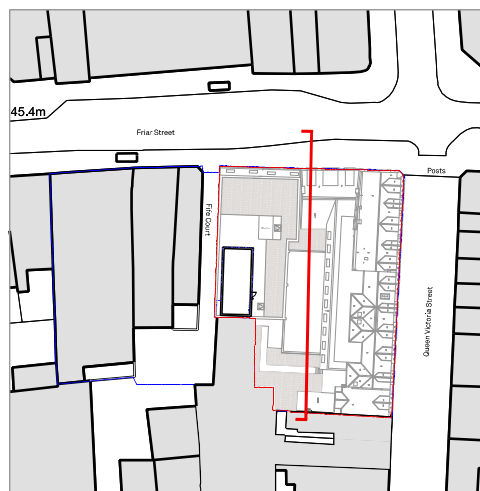
The proposal includes a limited material palette that will be further enhanced by careful detailing. The proposed material palette is to include; white timber framed sash windows to first floor and above, black timber framed shop front windows and doors, brick cladding and stone affect podium at ground floor. Additional benefits of the courtyard can be seen below;

- Homogenised design
- Optimized retail space
- Increased controlled courtyard access
- Refuse disposal not through courtyard



Consented courtyard elevation

KEY PLAN



Proposed courtyard elevation

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4.4 MATERIALS & APPEARANCE- COURTYARD

Courtyard Palette

All materials proposed are to be of high quality and will be finished to an equally high standard. Where possible materials will be locally sourced to increase sustainability. A varied range of both traditional and contemporary materials can be seen throughout the surrounding area. There is no overarching architectural style within the area, however a number of contemporary properties can be found in close proximity to the site.

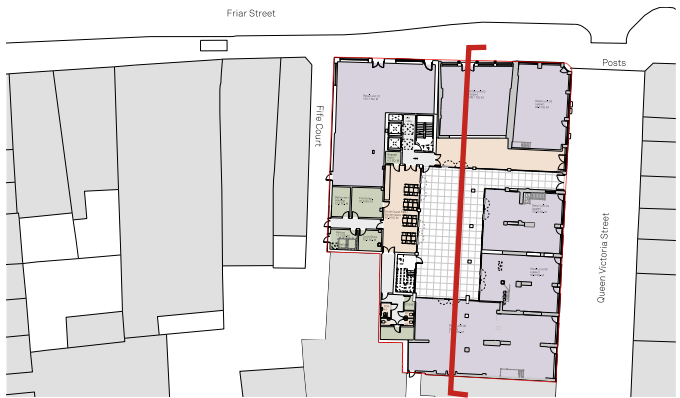
The materials have been chosen to be complimentary to the main front facade. The window surrounds, horizontal banding and columns to the colonnade will all be a light coloured sandstone or limestone that will compliment and lift the red brick.

All new windows in the upper floors will be white painted timber framed, double glazed sash windows. The shop fronts will be timber framed single glazed and painted black to compliment the front facade renovations.

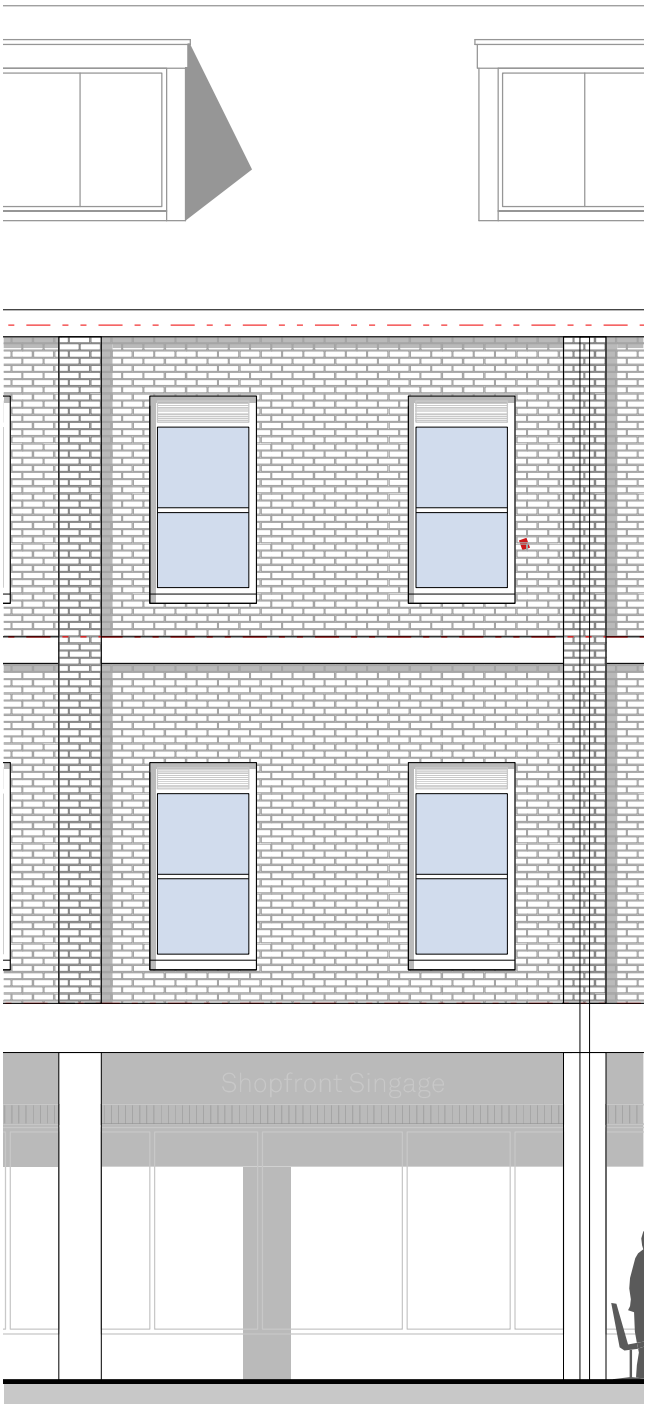
Between the new extension and the rear of 147 Friar street, the proposed glazed link will be a silicone jointed, frameless glass panel system.

Design Improvements

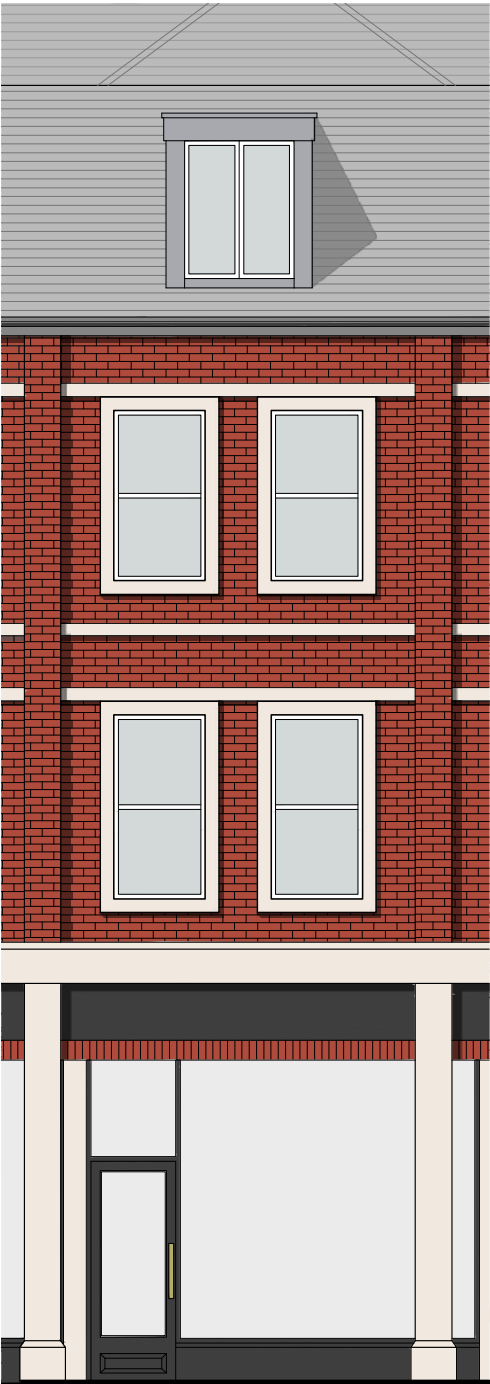
- Integrated ventilation systems to windows
- Sympathetic drainage treatment
- Rationalised design strategy



Proposed ground floor plan



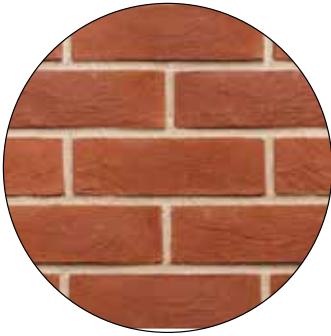
Proposed courtyard elevation



Consented courtyard elevation (221232/211233)



Grey Slate Tile



Victorian Red Brick



Stone Features



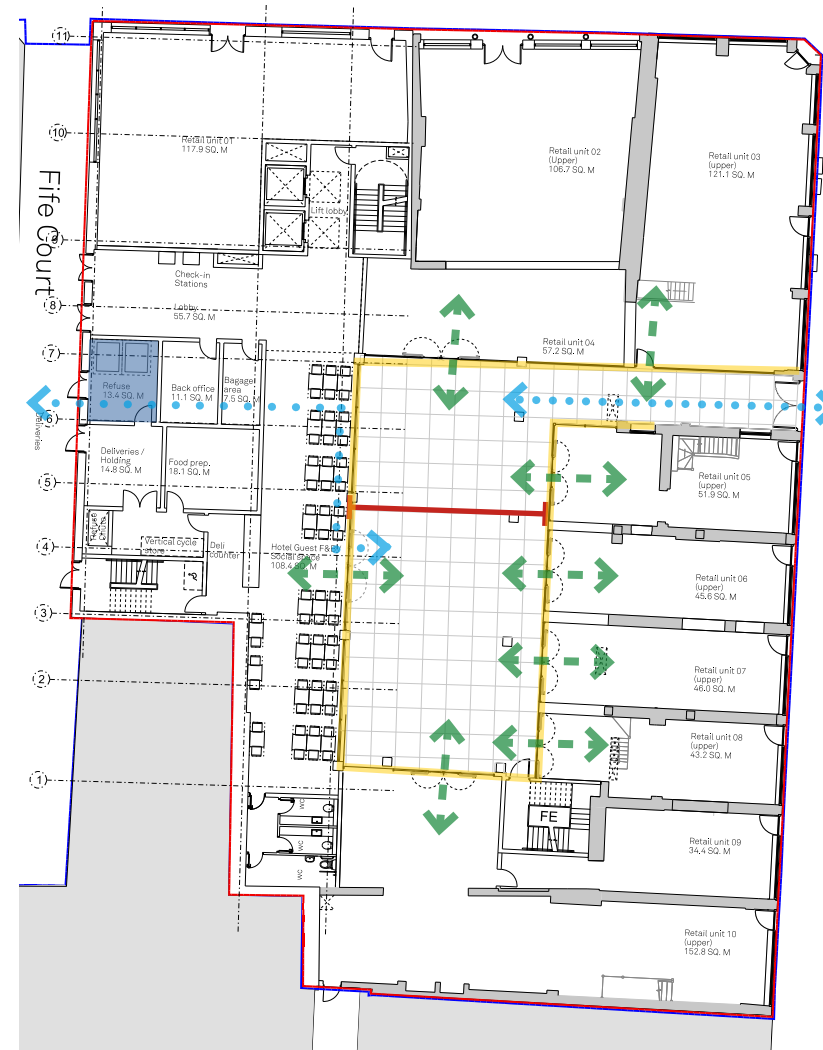
Timber (painted black)

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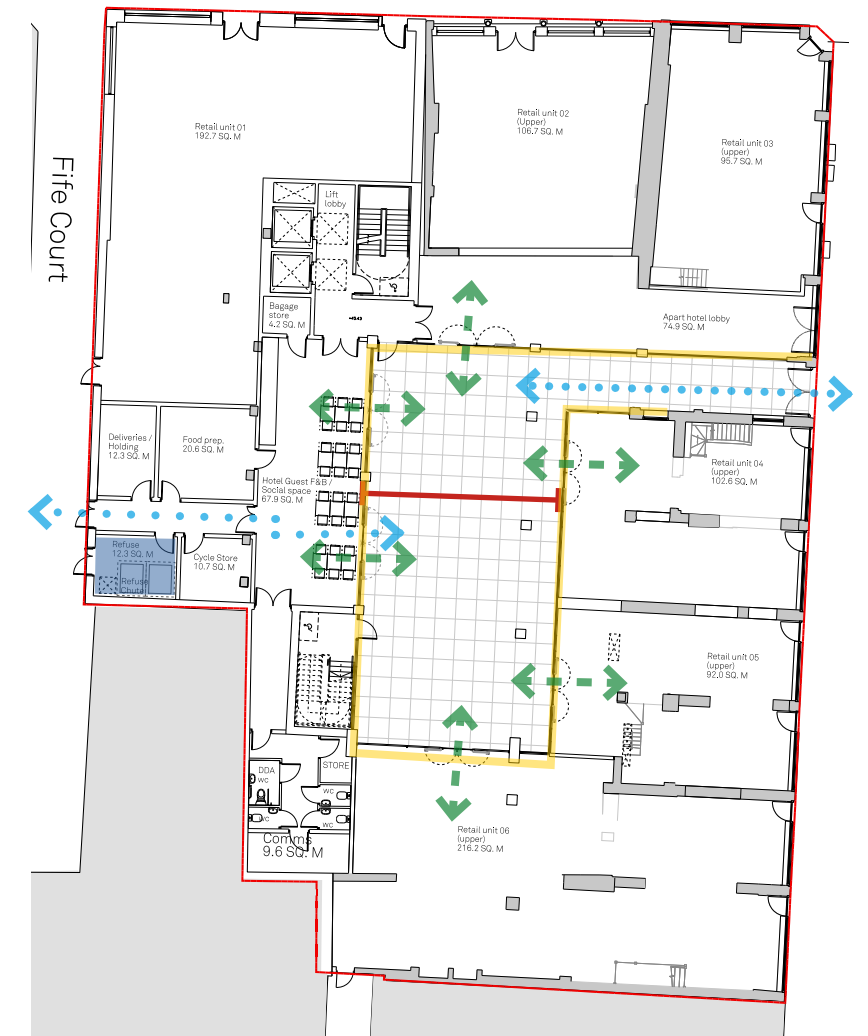
4.4 MATERIALS & APPEARANCE- COURTYARD

Courtyard

Architecturally, the character of the courtyard at ground level is the same as the consented scheme (221232/221233) and will incorporate active frontages and pedestrian access points to each facade



Consented scheme (221232/221233) Ground Floor Plan



Proposed Ground Floor plan

KEY:

- Access points
- Active retail frontage
- Bin store location
- Refuse servicing

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4.5 RETAIL FRONTAGE: SIGNAGE

A Gateway to Reading
The applicant currently owns the application site, along with 149-150 Friar Street and 2-4 Queen Victoria Street. These properties form both prominent corners of the northern end of the Queen Victoria Street terrace. When considered together, they form the gateway to the wider shopping district of Reading when accessed from the Railway Station. It is the intention of the applicant to improve the public realm covered by both sections of building, creating a retail hub with consistent heritage retail frontages and signage.

It is envisaged that this will then be considered the design standard for the remainder of the Queen Victoria Street properties and that these building owners will consider following this precedent.

The applicant has experience in setting these standards for a wider area, such as the properties currently within their ownership on Eastcheap in London.

Text taken from Frost architect's design and access statement



Signage Inspired Images

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4.5 RETAIL FRONTAGE: REPAIR AND EXTEND

Listed building extension
The Queen Victoria rear extension is complementary to the consented scheme. The materials are chosen to compliment the rear of the listed terrace. The proposed red brick will be a close match the tone of the existing bricks on site.

Retain
The proposed construction to building no 145 Friar Street will consist of a two storey vertical extension to the existing building structure. This will enable the existing façade to remain safely in place during the proposed construction works.



Existing elevation Queen Victoria Street



Proposed elevation internal courtyard

