

ELDER

GREYFRIARS HOUSE
20 - 30 GREYFRIARS ROAD, READING

DESIGN AND ACCESS STATEMENT
DARLING ASSOCIATES ARCHITECTS



Report prepared on behalf of:
Applicant: Elder

Local Planning Authority:
Reading Borough Council
CIVIC OFFICES,
BRIDGE STREET,
READING,
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PROFESSIONAL TEAM



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MEPH/SUSTAINABILITY/VT/UTILITIES
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SOCIAL VALUE & SOCIAL ECONOMIC
Savills



ECOLOGY/BNG/BREEAM
Greengage



TOWNSCAPE & HERITAGE
Montagu Evans LLP



LANDSCAPE STRATEGY
Henshall Green Ltd



ACOUSTIC NOISE IMPACT
Sol Acoustics



FIRE SAFETY
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STRUCTURAL ENGINEER
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AFFORDABLE HOUSING & VIABILITY
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GEOTECHNICAL DESIGN
A-Squared



TRANSPORT & TRAVEL (INC DELIVERY &
SERVICING)
TTP Consulting



ENVIRONMENTAL/CONTAMINATED LAND
Lustre Consulting



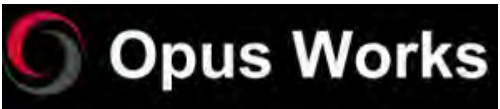
ARCHAEOLOGY
RPS



UTILITIES/POWER
Blake Clough



CIVILS/DRAINAGE
Form Structures



POLITICAL CONSULTANT & STATEMENT OF
COMMUNITY INVOLVEMENT
Opus Works



WIND & MICRO-CLIMATE
RWDI

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Introduction

EXECUTIVE SUMMARY

OVERVIEW

This Design and Access Statement has been prepared by Darling Associates on behalf of Elder, to set out our development vision for a co-living scheme at 20-30 Greyfriars Road, Reading.

PROJECT DESCRIPTION

Demolition of the existing building and the erection of a part-7, part-13 storey building comprising 266 co-living units (Sui Generis) and associated communal amenity facilities, refuse storage, cycle parking and plant equipment.

Proposed Floor Area = 9673 sqm (GIA)

Total number of rooms = 266 (243 standard, 23 accessible)

PURPOSE OF THIS DOCUMENT

The purpose of this document is to show the design evolution of the project; linking a technical assessment of the site constraints with a best scenario design response to them.

The document should be read in conjunction with all of the documents submitted as part of this application.



ELDER PROFILE

Elder is a real estate developer that celebrates our built heritage, unlocks potential in disused commercial buildings, and plays an active role in the sustainable regeneration of our urban landscape.

The unprecedented demand for housing in our cities requires an innovative and resourceful solution for creating well-built, functional and energy efficient housing.

Elder has a successful track record in redeveloping neglected sites and delivering residential and alternative residential homes in London and the South East.

Elder works closely with renowned architects, consultants, engineers, and other trusted partners to create thriving new communities.

We believe that co-living epitomises the shift to a more flexible work pattern - and we can provide exciting, accessible, community-led housing where it is needed most.

ELDER

ELDER'S 'ETHOS'

The core values of Elder are;

- To celebrate our built heritage and play an active role in the sustainable regeneration of our urban landscape.
- To enhance living standards through good design.
- To provide an affordable, flexible and community led living experience.
- To create an enduring, positive legacy through our work



NOMA Isleworth BREEAM Excellent



Creekside, Greenwich

DARLING ASSOCIATES PROFILE

Darling Associates is an award-winning international architecture practice with studios in London and Poland.

Established by Chris Darling in 2003, our 50+ strong multidisciplinary team creates affordable to luxury residential, offices, hotels, leisure and retail schemes, with the right skills and expertise to deliver major, complex projects across the world.

Our approach begins and ends with the objective of creating attractive, immediately desirable and pleasant places to work, live and relax.

Every building we create is underpinned with a collective desire to produce elegant and beautiful architecture, delivered by a dynamic and stimulated creative studio.

The leadership of Darling Associates is dedicated to continuing the growth of the practice. This will be achieved through a continuing focus on our core values of beautiful design with a commercial approach, delivered with a very high service to our clients.

We work with major clients including Berkeley Group, Canary Wharf Developments, Essential Living, Legal and General, Helical Bar, Salmon Developments/NFU and Lend Lease. We value and nurture these long-term relationships and regularly receive repeat commissions to deliver a wide range of high-quality architecture.

We work in a range of affordable to luxury residential projects, hotels, offices and retail schemes – and our diverse and talented team have the skills to deliver major, complex projects.



Exmouth Junction, Exeter



Camp Hill, Birmingham



Perfume Factory, Acton

DESIGN VISION

We aspire to work in partnership with the local community and Reading Borough Council to co-create a shared vision for the project underpinned by the following:

- Deliver an independently branded co-living community at ‘Greyfriars House’ with a high quality interior that maximises the potential of the site.
- Put forward a development of high design quality that maintains and enhances the character and appearance of the site and surrounding area.
- Provide a new type of housing for Reading.
- Deliver a ground floor shared space for residents that that will fully activate the ground floor frontages and internal spaces.
- Work in partnership with the local community and local businesses to embed social value and public benefit for the neighbourhood.



CO-LIVING

WHAT IS CO-LIVING?

Purpose built co-living accommodation typically comprises of self-contained units arranged with living and bedroom space, a small kitchenette and en suite bathroom, with each unit benefiting from additional communal space within the scheme. These areas can range from kitchens and common rooms to cinema rooms, terraces, gyms, laundry rooms and co-working space. In the typical co-living model, bills are all inclusive and lease lengths are more flexible than in the traditional PRS (Private Rented Sector) or BTR.

The purpose-built nature of co-living blocks allows for optimal design and space management, providing an opportunity to boost net operating income on a per square foot basis. With a high level of specification, developers are also seeing premium rental levels and occupancy rates, more akin to the BTR concept.

The co-living market is an active and evolving sector with investment and development forecast to increase in coming years. Their professional management and better quality living accommodation make them a preferable alternative to house shares or HMOs.

PROPOSED CO-LIVING SPACE

The proposed co-living spaces will include high-quality communal shared amenity spaces, including external outdoor areas for residents. Additionally, private rooms will be located off these spaces, providing residents with a comfortable, personal living space to retreat into. The scheme would allow for flexible lease lengths of 3+ months, and all-inclusive billing on utilities, gym, WiFi and co-working. The proposal includes a 24 hour community with on-site concierge, maintenance and security, helping residents feel comfortable and safe at all times. In order to encourage a strong sense of community amongst residents, there will be on-site event programmes to participate in. In addition to this, we aim to maintain a strong connection with the local community by engaging and supporting events and wider programmes.

Due to the high volume of students, young professionals and professionals currently living within Reading, this form of accommodation is an exciting new living offer for the town and community.



Example of Co-living Space

Site Context

SITE LOCATION

The site is located in central Reading, within Reading Borough Council and the county of Berkshire. It's neighbouring towns include Bracknell, Slough and Newbury. The north of the town sits along the River Thames, which runs from Oxford through to London.

Key:

The Site

Railway Routes

Major Roads

Station Hill Development

Public Green Spaces

Residential Areas

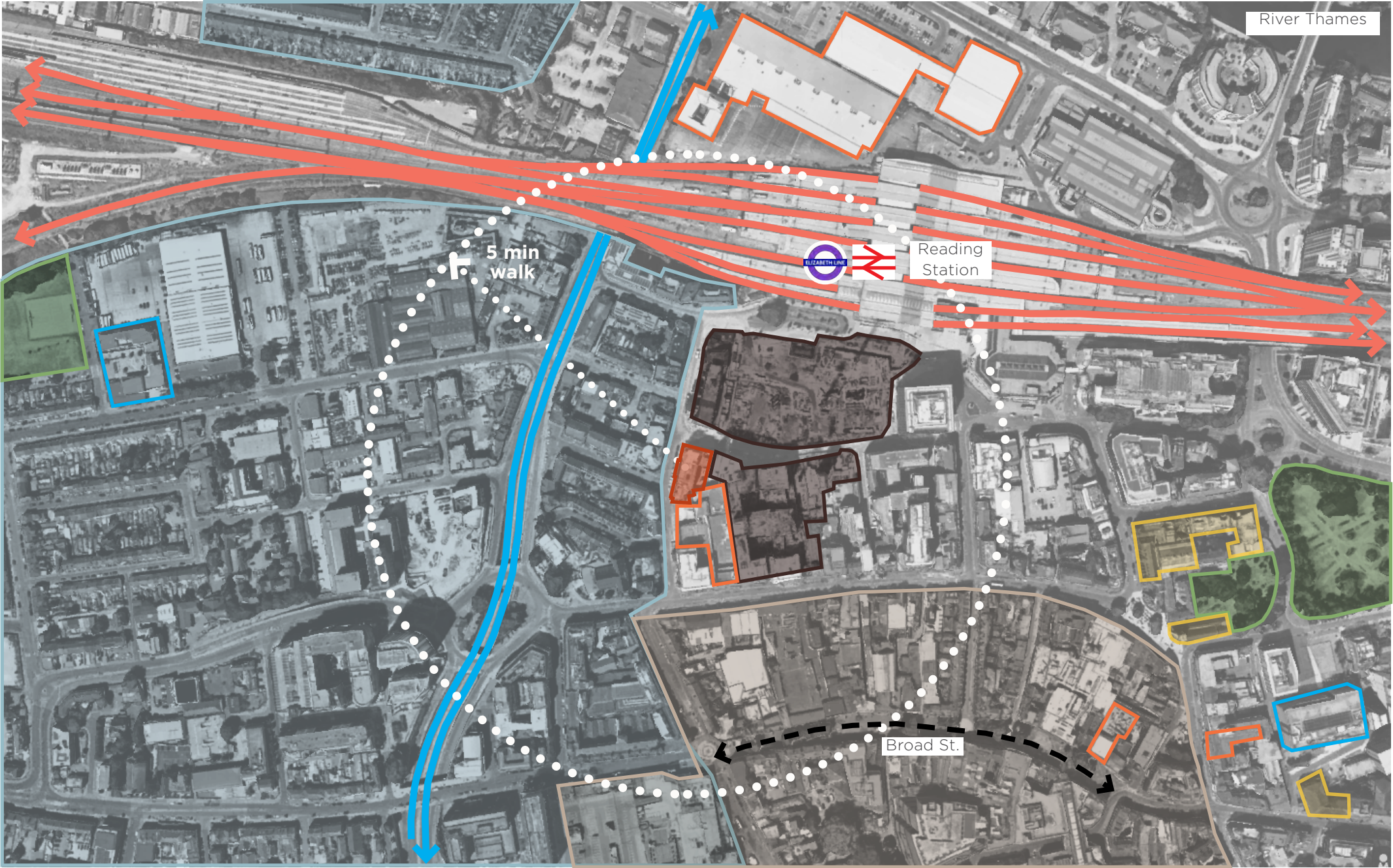
Commercial/Retail Zone

Local High Street

Public Buildings

Schools/Universities

Supermarket/Superstore



Site location within Reading.

LOCAL AREA

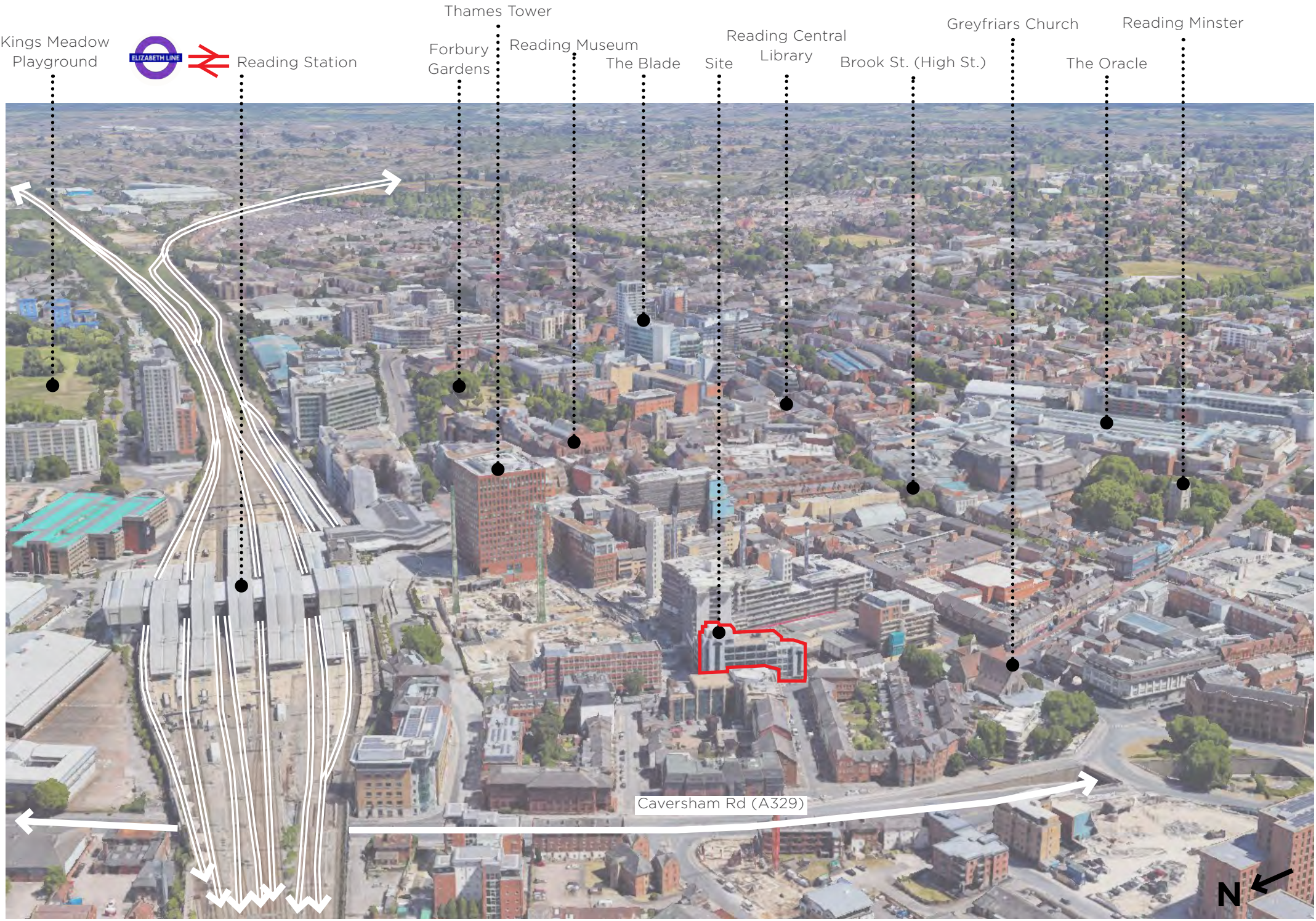
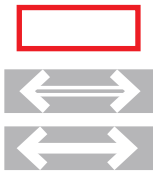
Since the industrial revolution, Reading has evolved into a vibrant metropolitan town. It is home to the famous Reading Festival, and has a growing arts and culture community boasting some of the best entertainment in the UK. It's also home to Reading University, which is in the top 30 UK Universities.

The town is well connected to Central London, benefiting from the Elizabeth Line and National Rail, taking just 23 minutes direct into London Paddington. Reading station is the second largest interchange outside London, and provides direct connections to many towns and cities across the UK. Additionally, Reading has a direct link to the M4 via the A33, which takes 1.5 hours to drive into central London, or provides easy connections to the rest of the country. London Heathrow is also a 38 min drive or 45 rail journey away from the town.

The site is a 3-4 minutes walk to Reading rail station, and is located a stone's throw away from the High Street.

Key:

- Site
- Train Routes
- Main Vehicular Routes



Aerial view of the local area.

LOCAL AREA - SURROUNDING OPEN SPACES

- The site is located in an urban area with residential areas to the west, commercial and retail to the east and south, and the train station to the north. Currently, there are very few open green spaces for public use within the immediate surroundings of the site.
- The only large open green spaces are a 5 minute walk east of the site; these are Forbury Gardens and St. Laurence Church Cemetery.
- There's a private small green space to the south of the site that is owned by Greyfriars Church. There is also numerous private gardens belonging to town houses to the west of the site.
- Christchurch Meadows and Coley Recreation Ground, two large green spaces, are located a 13 and 23 minute walk retrospectively.
- The existing site is currently neighbouring construction sites to the north and north-east.
- The lack of public open green space available for existing and new residents of the area should be considered in the development of this site. It offers an opportunity to create alternate connections to the outdoors.

Key

Site

Existing Public Green Space

Existing Private Green Space

Station Hill Development

Pedestrianised Street



LOCAL AREA - SURROUNDING USES AND HEIGHTS

EXISTING LAND USE

- The site is located in an urban area currently dominated by commercial land, with a large pocket of residential buildings to the west. The site currently sits in amongst construction sites to the north and east.
- The residential buildings are made up of apartment blocks and terrace housing. The majority of commercial buildings in the south around the Brook Street have residential units on the top stories.



Key	
Site	
Residential	
Retail/Commercial	
Religious/ Cultural	
Construction	
Transport	

EXISTING BUILDING HEIGHTS

- The site is immediately surrounded by a mixture of building heights ranging between 10m to 50m. The buildings that are taller are primarily new residential and office developments.
- The terraced residential buildings are mostly 2 to 3 storeys, but there are some exceptions which are up to 11 storeys.



Key	
Site Boundary	
50m	
40m	
30m	
20m	
10m	
5m	
0m	

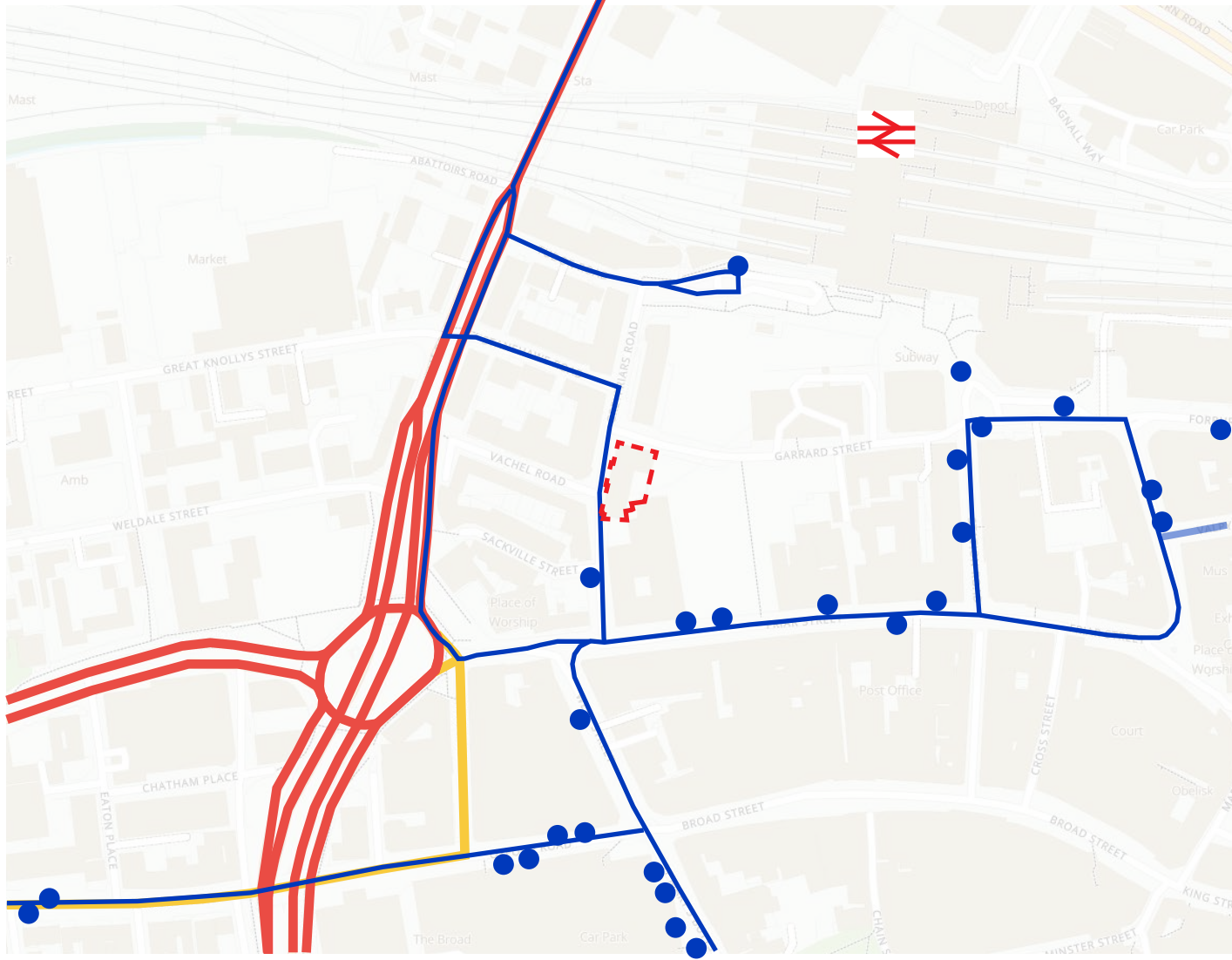
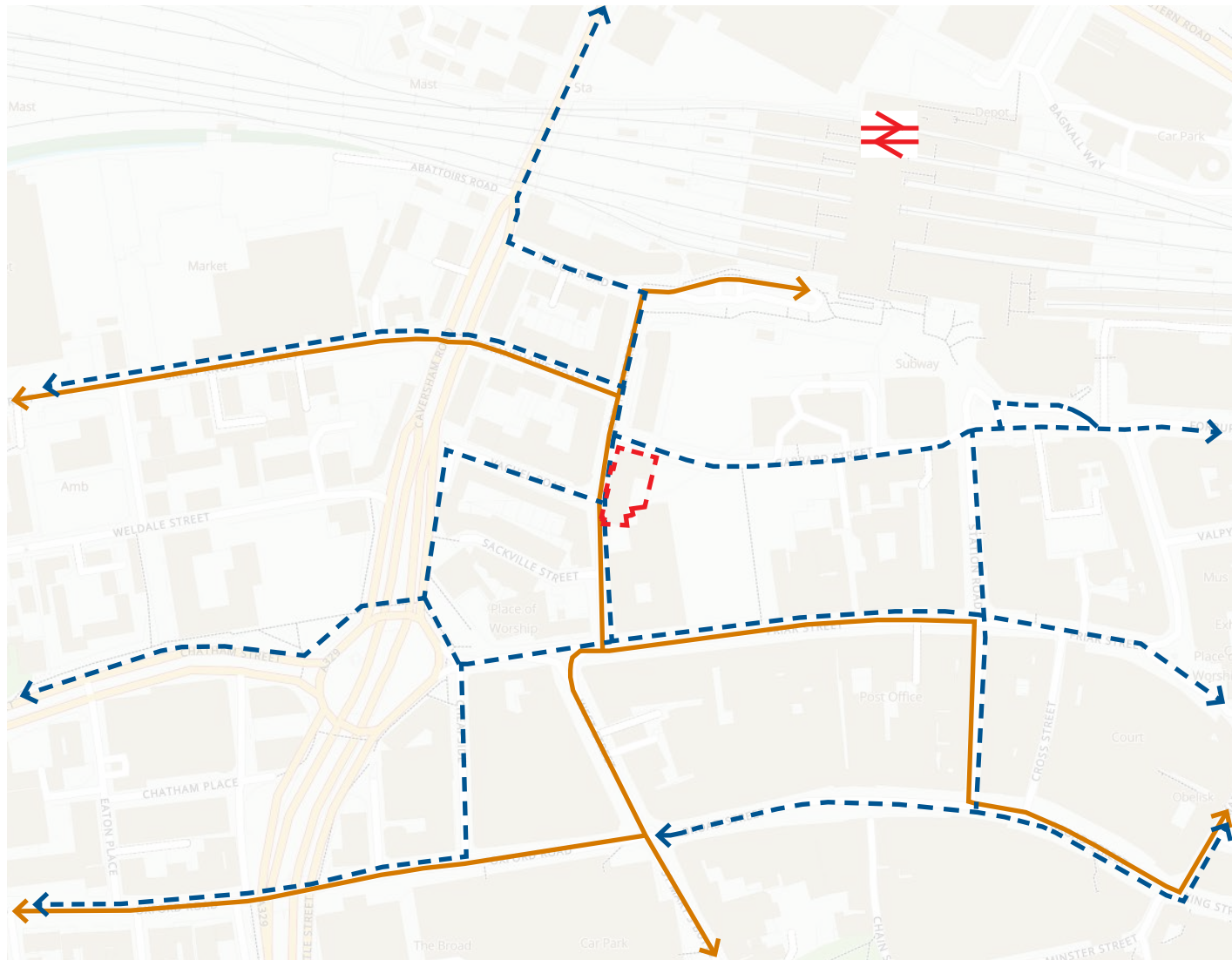
LOCAL AREA - ACCESSIBILITY

PEDESTRIAN & CYCLE MOVEMENT

- Existing pedestrian movement is mostly along the main and secondary roads. The town centre to the south east of the site provides a multitude of routes which are easily accessible. The A329 limits accessibility as there's only three points to cross.
- The main cycle routes have to follow the town centre's one way system, limiting some more direct options. The pedestrianised zone on Broad Street, required cyclists to follow the one-way system with vehicular traffic. A new cycle route is also proposed next to Greyfriars House.

EXISTING ROAD HIERARCHY & PUBLIC TRANSPORT

- The site is located to the east of the A329, one of the main roads cutting through Reading. The affects of the road, such as noise pollution and safety, have been acknowledged within the design proposal. The site is mostly surrounded by tertiary roads that follow a one-way system.
- Due to the site's location in the town centre, there is an abundance of bus stops that provide routes through Reading and beyond.



Key

Main Cycle Routes

Main Pedestrian Routes

Key

Bus routes

Bus stops

Primary Roads

Secondary Roads

AREA CHARACTER -
READING TRAIN STATION

Reading’s main railway station, the 2nd largest interchange outside of London, is located north of the site. It offers a direct connection to Central London (Paddington) via the Elizabeth Line in 60 minutes and National Rail in 30 minutes, along with a vast network across the UK to most major cities and towns.

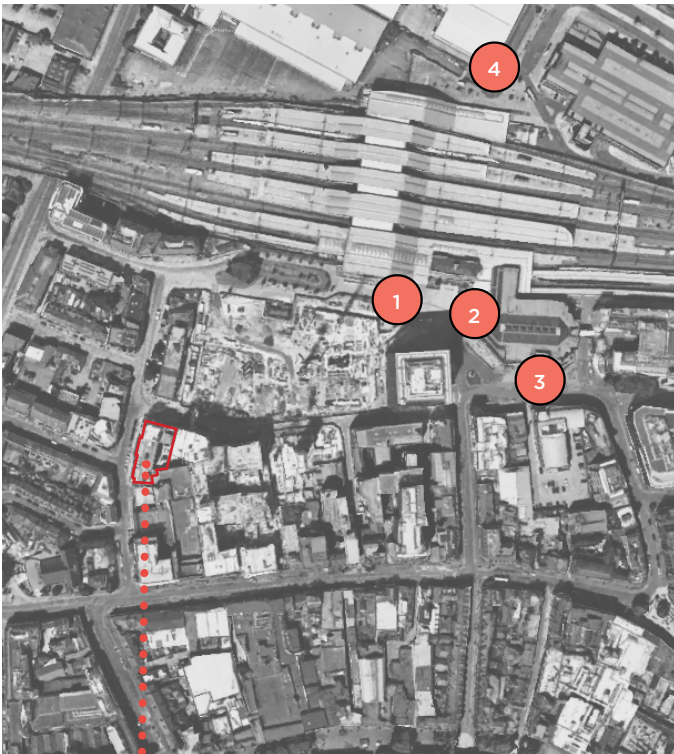
The area surrounding the station has been recently developed to accommodate the Elizabeth Line. This has resulted in a courtyard area outside the main entrance, overlooked by a pub called The Three Guineas. There is also an additional entrance to the north of the site to allow easy accessibility from both sides of the railway line.



1 Reading Railway Station Entrance



2 Courtyard Outside Main Entrance



Site Location



3 Entrance to Waiting Lounges and RailAir Services



4 North Entrance of Reading Station

CHARACTER AREA - RESIDENTIAL STREETS

As shown in a previous map, the surrounding area is predominantly made up of commercial/ retail buildings. However, there are pockets of residential areas, containing a mix of housing. Directly next to the site are a series of streets, such as Sackville Street, made up of terraced housing ranging between 2-3 storeys. In addition to this, there are newer housing schemes made up of apartment blocks, for example Chatham Street and Merchant Place, which reach around 11 storeys in height.

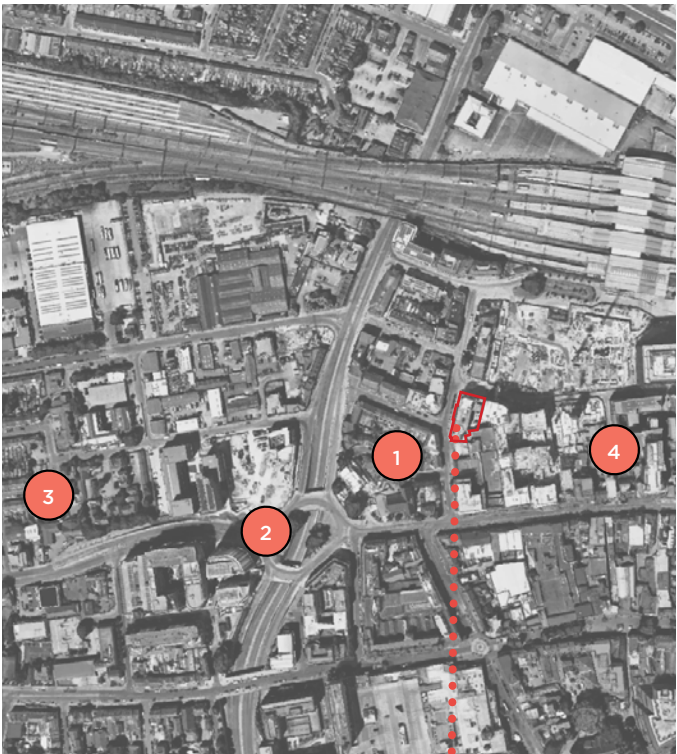
The built-up environment of the town centre has encouraged housing schemes to range in size, allowing larger schemes to slot in comfortably to their surroundings. This allows to proposal to be more flexible if it needs to expand upwards.



1 Terraced housing along Sackville St.



2 New Residential Schemes on Chatham St., West of the site.



Site Location



3 Housing along Charles St.



4 Apartment complex on Merchant Pl.

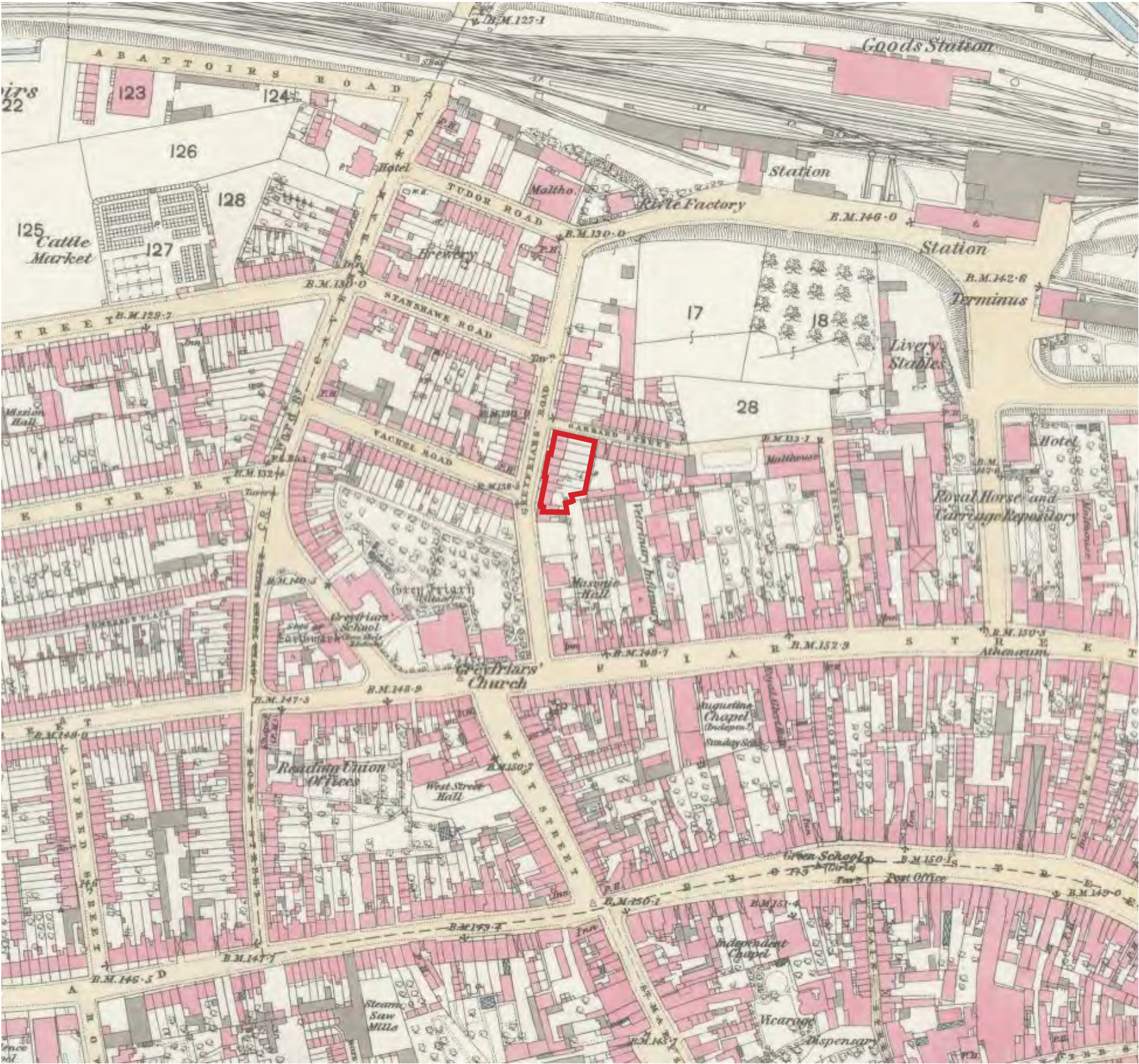
Site History & Surroundings

SITE HISTORY

A historical map from 1879 shows the site on the corner of Greyfriars Road and Garrard Street, which are the same roads that bound it today.

The area at this time is dominated by terraced housing in contrast to the commercial spaces today. The absence of the A329 allowed for more streets of housing branching off of Caversham Road, as well as units lining the busy road.

Bar the A329, the street layout has remained very similar, particularly in the immediate area around the site.



Historical map showing the Site and existing routes - published 1879

EVOLUTION OF SITE
& SURROUNDING STREETS

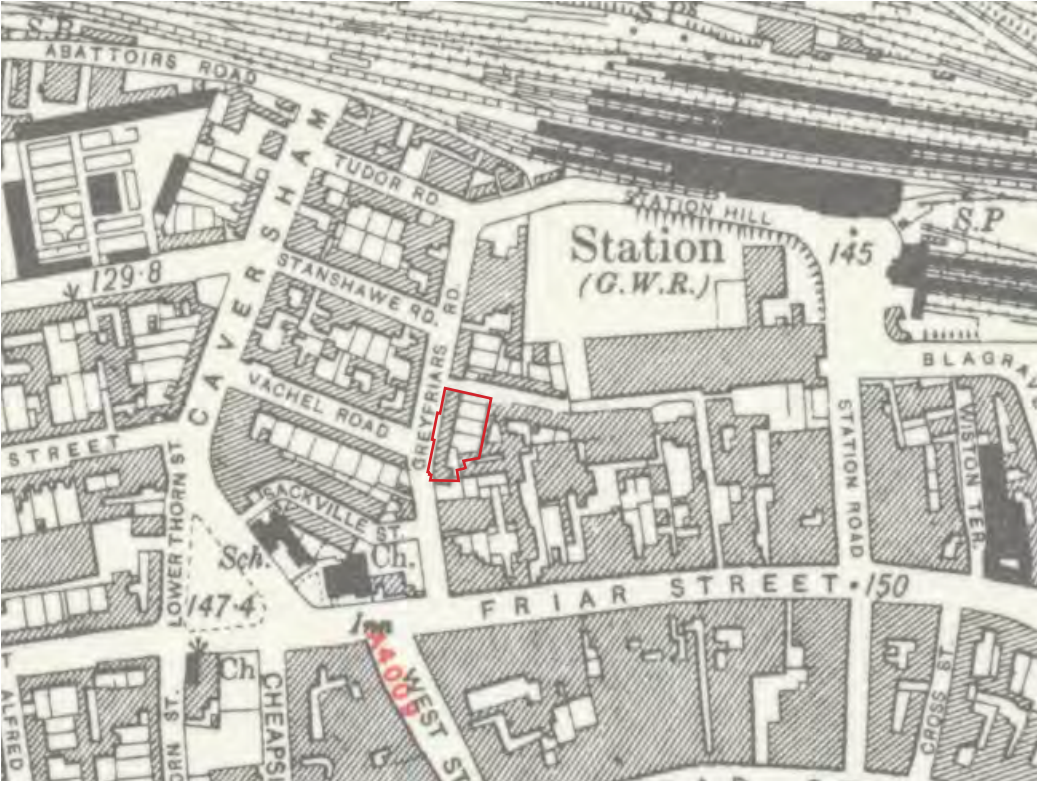
The site has been located in a built up urban environment for a long time, as shown in the map from 1879. At this point, the area north of the site consisted of a large green space that belonged to the Livery Stables. By 1947, however, this space eventually started to grow smaller as a result of further urban development and would ultimately disappear altogether.

Over the course of this timeline there has been a shift in land use immediately surrounding the site; from primarily residential to commercial. However, the trend is heading back towards residential use in the area, with major new schemes, such as the Station Hill development, which will introduce new homes in the area.

The design aspiration will be to maintain the existing structure's strong presence on the corner of Greyfriars Road. In addition to this, the proposal will seek to take advantage of the new open spaces and development soon to surround it, and use the site's location in the heart of Reading as an opportunity to connect to the rest



Site - 1879



Site - 1947



Site- 2003



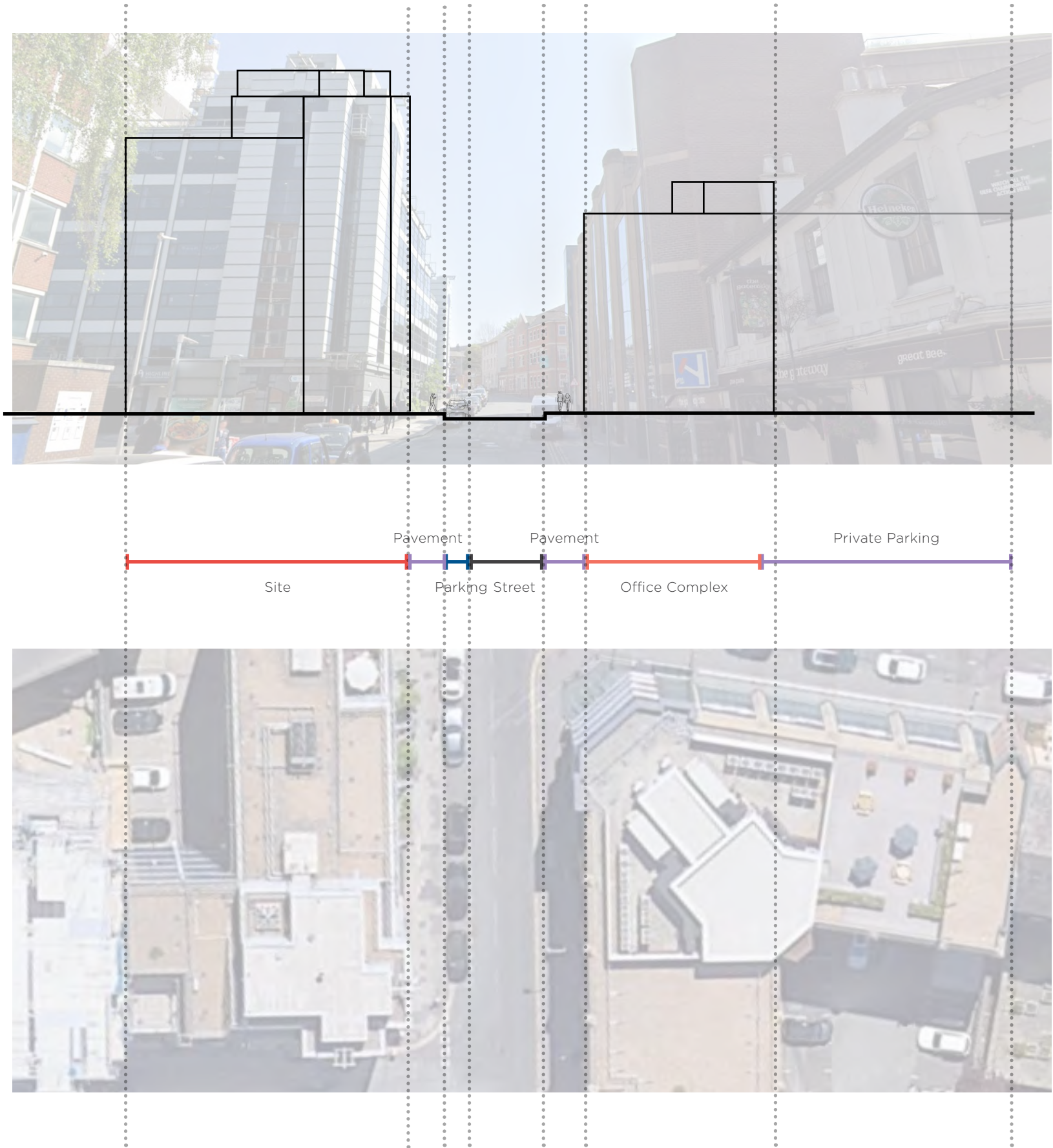
Site - 2022

SURROUNDING STREETSCAPES

GREYFRIARS ROAD

Surrounding the site are a mixture of commercial and residential streets, resulting in a variety of massing and sizing of structures. As the immediate surrounding schemes are at least five stories high, this creates some flexibility with any vertical extensions within the proposal.

Greyfriars Road accommodates mostly commercial buildings, with some street parking on the eastern side of the road.



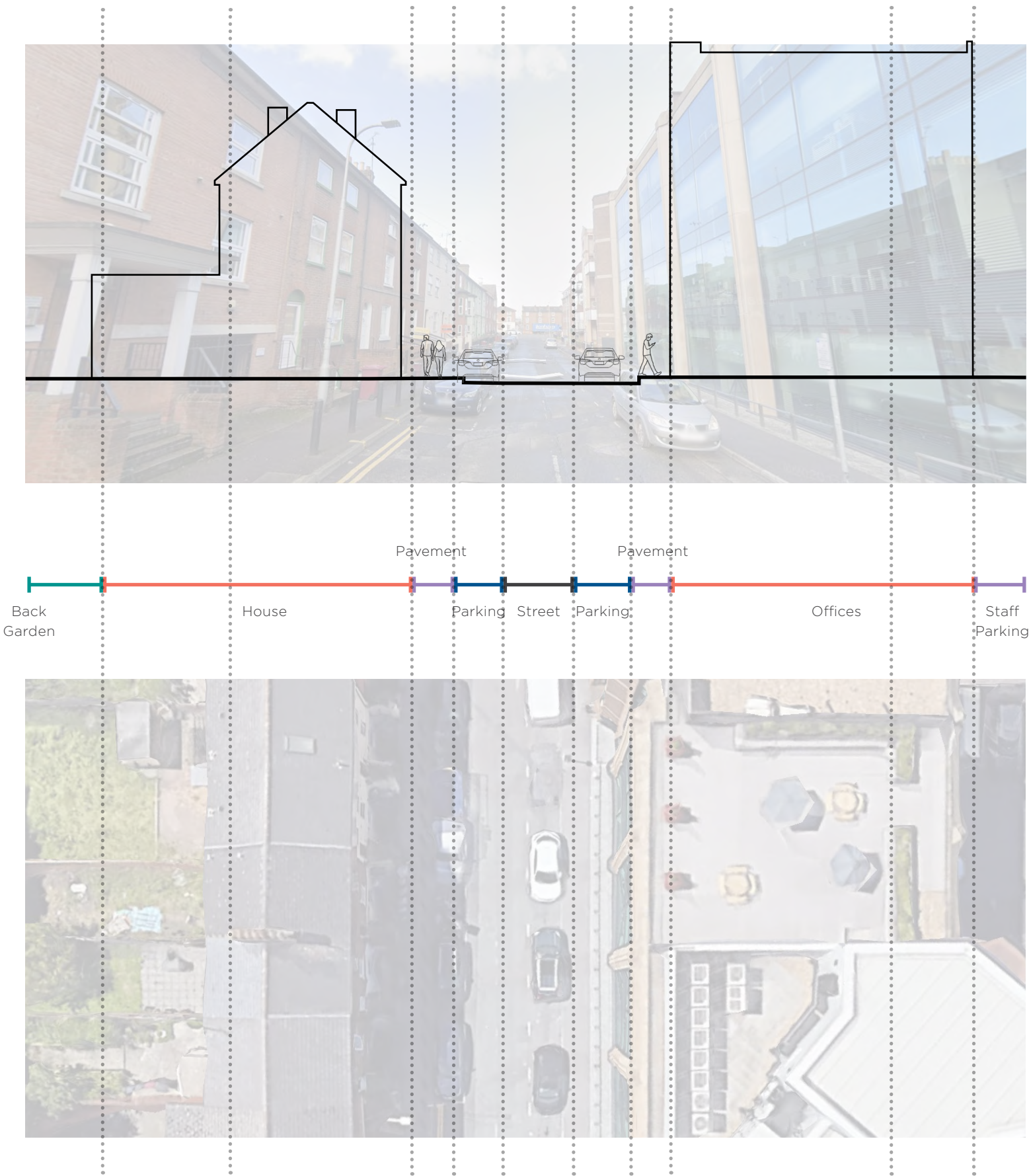
SURROUNDING STREETSAPES

VACHEL ROAD

Vachel Road is directly to the west of the side and hosts a mix of residential and office buildings.

Residential terraced housing is generally located to the southern side of the street, with street parking available along this side.

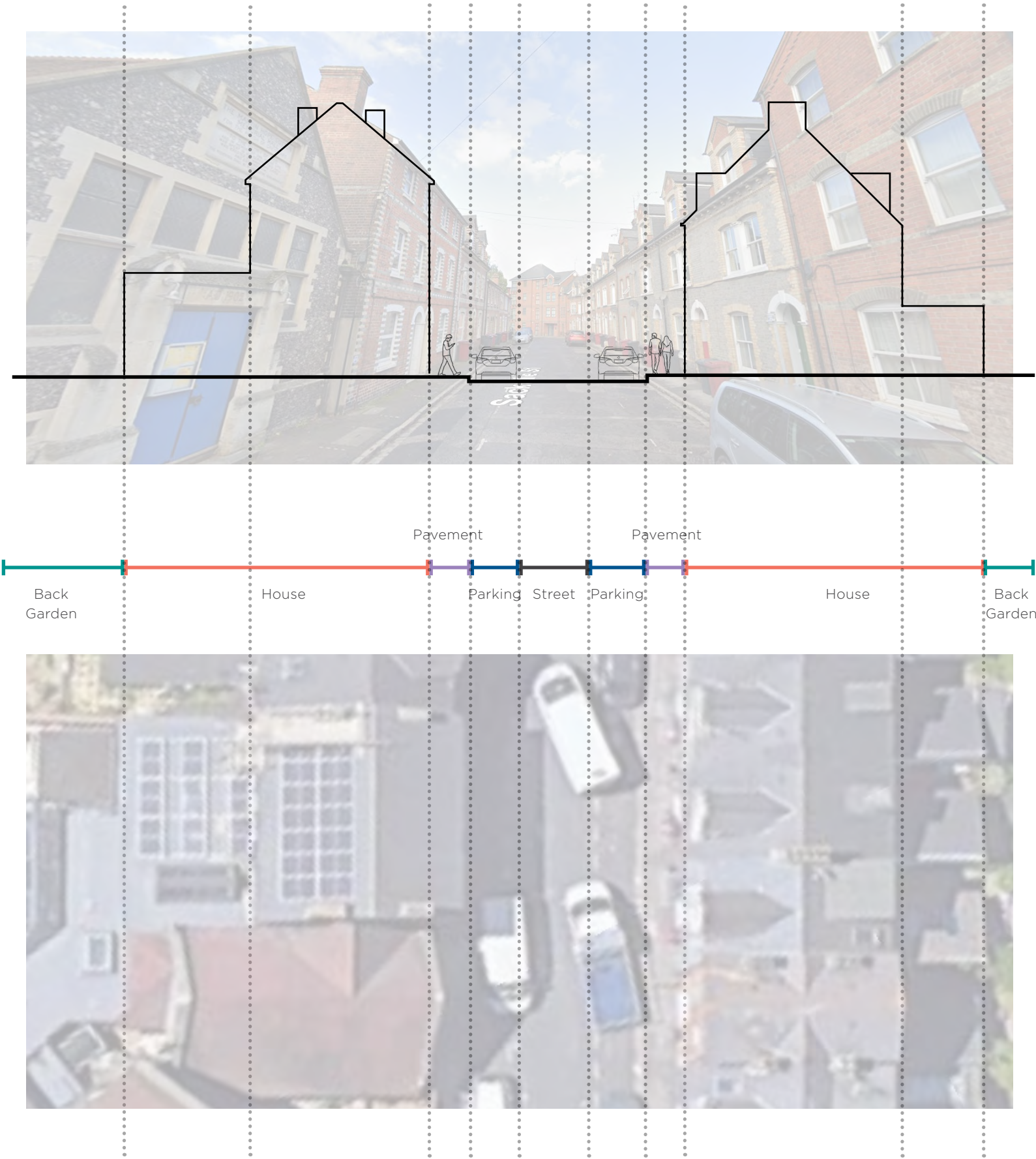
The offices are all located to the north side of the street, on the end closest to the site, and also has street parking in front.



SURROUNDING STREETSAPES

SACKVILLE STREET

Sackville Street has rows of houses on either side of the road. They are all predominantly terraced houses of 2 to 3 storeys, all without front gardens. The houses on the south side of the street lack dormer windows, causing them to be around 2 meters taller than their counterparts across the street. Additionally, there is some on-street parking along both sides.



Reading's Heritage & Character

READING CONSERVATION AREAS

Although the site itself does not sit within a conservation area, it is surrounded by 11 different areas of such. Thus, it is important to consider the relationship of any proposed scheme with these conservation area and the impact on the surrounding character.

01. Downshire Square
02. Castle Hill/ Russell Street/ Oxford Road
03. St Mary's Butts/ Castle Street
04. Markey Place/ London Road
05. Kendrick Road
06. Eldon Square
07. Christchurch
08. The Mount
09. Redlands
10. Alexandra Road
11. South Park

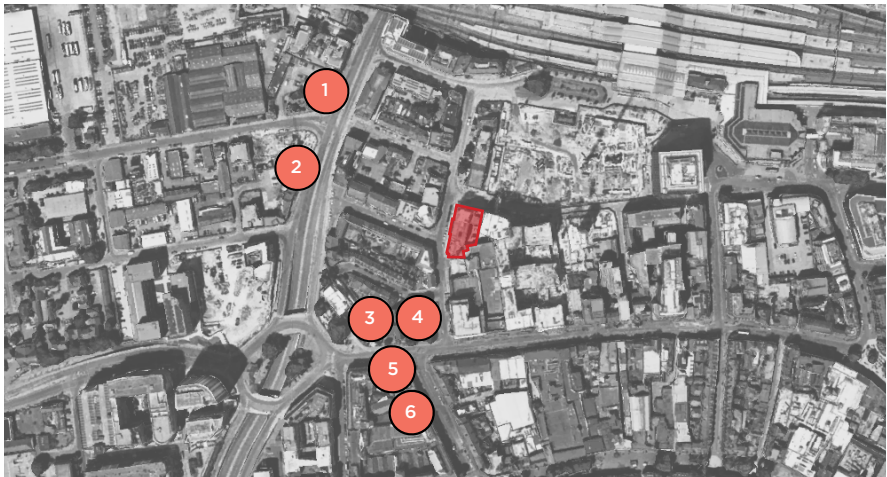


LISTED BUILDINGS

The location around the site contains a number of listed buildings most of which are located within conservation areas. These listed buildings are of architectural and historic interest, including the following Grade I and II listed Buildings: Regent Place, 29 & 31 Caversham Road, Greyfriars Church, Quadrant Walls & Railings to former No.64 (Greyfriars Vicarage), The Former Mitre Inn, and Palmer Memorial Hall. The majority of these buildings were built in the 19th century, bar Greyfriars church which has an impressive history. All contribute positively and define the character and appearance of the area and thus the proposal should enhance this.

Key

Site 



Regent Place, 1847 (Grade II)



29 & 31 Caversham Road, 1847 (Grade II)



Greyfriars Church, 1311 (Grade I)



Quadrant Walls & Railings to former No.64 (Greyfriars Vicarage), 1796 or 1808 (Grade II)



The former Mitre Inn, mid-1800s (Grade II)



Palmer Memorial Hall, 1862 (Grade II)

READING'S INDUSTRIAL PAST

Pre-1700, Reading Abbey was a place of pilgrimage until it was destroyed in 1538 during Henry VIII's Dissolution of the Monasteries. It was the largest town in Berkshire, with a population of 5000 in 1611, and had grown rich on its trade in cloth. At this point, the majority of Reading was traditional timber framed houses, with a few examples still existing on Castle Street and Market place. The town played an important role during the English Civil war, which saw it change hands multiple times, finally being won by Parliamentary forces in April 1642. Subsequently, taxes levied by various parties left Berkshire in poor condition, with Reading's impressive cloth trade irreparable, and the town's economy wouldn't fully recover until the 20th century.

Between the 1700 - 1800s, Reading became a business and trading hub, growing into a thriving market town. Its three most important businesses became known as the "Three B's": beer, bulbs and biscuits. This boom in trade and business can be attributed to the development of transport links on the River Kennet and the opening of the Kennet and Avon Canal in 1810 which allowed for agricultural produce and manufactured goods to be transported directly to Bristol and London, and then abroad from there.

The arrival of Great Western Railway's first-ever passenger train on the 30th March 1840, signalling the shift to Reading becoming an industrial town. New factories emerged, producing huge quantities of machine-made goods, and, as a result, transforming Reading's appearance. New factories,

ornate public buildings (such as the Town Hall and Museum), and new homes to accommodate workers created Reading's distinctive brick appearance. By 1856, three separate railway companies ran routes through Reading, causing a rapid population increase from 9400 in 1801, to 21500 in 1851, and over 70000 in 1900.

During the Second World War, Reading's industry mobilised for the war effort. Vincent's Garage near the station assembled spitfires, and carpenters at Elliot's in Caversham made D-Day landing craft and decoy aircraft. The town also accommodated around 25000 children evacuated from London, inspiring a local called Michael Bond, who worked for the BBC, to create Paddington Bear. The BBC's Monitoring Centre at Caversham Park was the first to receive news in the UK of Germany's surrender in May 1945.

In the 1950s, new jobs in manufacturing, public transport, construction, retail and the newly-founded NHS attracted young workers mainly from Ireland, India, Pakistan and the Caribbean. New service sector businesses like IT and finance expanded, assisted by new transport and communication links including the M4 motorway and fast intercity trains.

Traditional manufacturing declined in the 1980's, with former powerhouses, such as Simonds (beer), Huntley & Palmers (Biscuits) and Suttons Seeds (bulbs) moving out of Reading. The town is now considered a major commercial centre with a focus on information technology and insurance.



Huntley & Palmers advertising leaflet (1890)

BEER, BULBS AND BISCUITS

As highlighted on the previous page, Readings industrial boom can be traced back to three businesses known as the “Three B’s”; these being beer, bulbs and biscuits. Behind the three B’s were three significant players: Simonds Brewery, Sutton’s Seeds, and Huntley & Palmers.

SIMONDS BREWERY

Opened in 1785, Simonds Brewery was established by William Blackall Simonds and grew steadily. The firm began supplying beer to the Royal Military College in 1813, and as a result got a contract to supply the British Army with beer in 1872. The brewery was located by the River Kennet and grew to be a large and complex site. It operated there until 1960, when Simonds was taken over by Courage and moved to a new site next to the M4 motorway in 1973. This went on to close in 2010.

SUTTON’S SEEDS

Sutton’s Seeds was founded in 1837 when ‘John Sutton & Son’ began business. The introduction of the railway helped to facilitate the company’s growth, and export seeds across the country. The business grew and by the turn of the century Sutton’s had employed 2000 people. The headquarters of the business fronted Market Place, taking up much of the eastern side, where there were six acres of sheds behind the offices. It was here seeds were packed. The seeds themselves were grown in fields to the eastern edge of Reading. The company decanted the site in 1974 and moved to Torquay, where they still operate today.

HUNTLEY & PALMERS

Arguably the most important out of all the “B’s”, biscuits, played a huge role in Reading’s industrial expansion.

Huntley & Palmers begun as a small bakery on London Street, Reading founded by Joseph Huntley in 1822. George Palmer, joined the bakery in 1841 as the business grew, securing a lease on the shop next door. The business kept on growing and soon needed a larger site. In 1846, Huntley & Palmers purchased an old vacant silk factory between the Kennet and Avon canal, and river Kennet. The factory expanded rapidly, taking over the whole “island”, and eventually expanding over the river. The company’s business boomed, exporting goods across Britain and the world, becoming one of the first global brands. By 1857, it was the largest biscuit company in the world and had over 5000 employees.

Huntley & Palmers struggled to keep up with new technological advances at the beginning of the 20th century. In an effort to modernise, the Victorian building facing onto Kings Road was knocked down and replaced by a steel and concrete building, which opened in 1937.

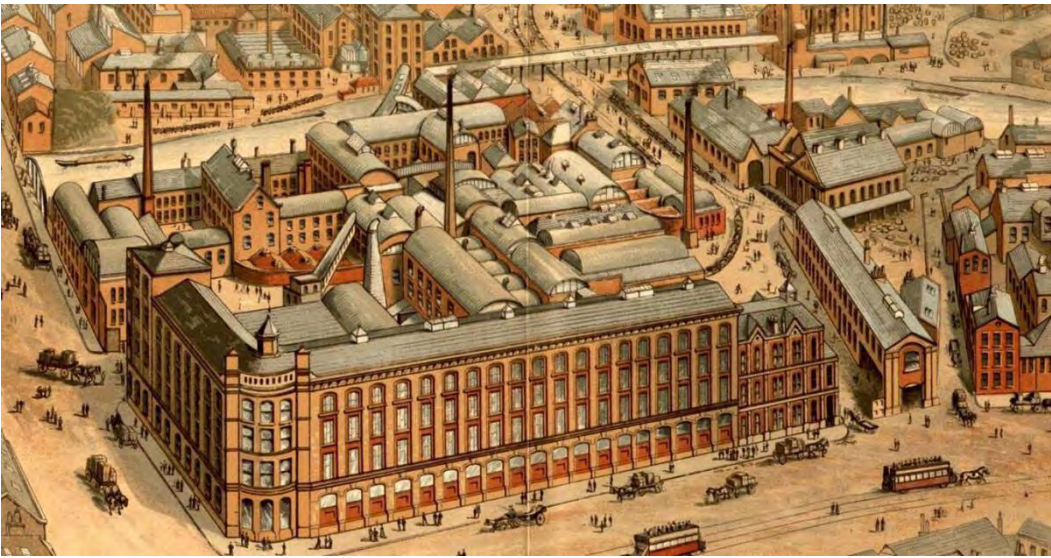
The company struggled with post-war labour shortage. The number of employees in September 1945 was 1071 lower than in 1867. Despite financial commitments made by Huntley & Palmers, profits were in decline. By 1972, the closure of the factory



Simonds Brewery, Reading (1891)



Sutton's Seeds Order Room, Reading (1965)



Huntley & Palmers, Reading (1873)

FACTORY LOCATIONS

All of the significant factories were located in the centre of Reading, and are all within a 15 minute walk from the site. After relocation elsewhere and demolition of existing buildings, the site's have given way to other properties.

The Oracle, a large shopping centre now sits where Simonds Brewery complex was before being demolished.

Since decanting to Torquey, the old sheds for Sutton's Seeds has been knocked down and replaced with a mix of residential and commercial buildings.

The former Huntley & Palmers site now hosts multiple residential buildings. One of the old brick Huntley & Palmers buildings remains by Factory Bridge.

The location of these sites next to the River Kennet is telling of the significant role it played in the businesses.

- Former Sutton's Seed Factory Location
- Former Simonds Brewery Factory Location
- Former Huntley & Palmers Factory Location
- River Kennet



THE ROLE OF BRICK IN READING

Bricks and tiles have been made in Reading and the surrounding area since the medieval period. During the Victorian age, when Reading rapidly expanded into a centre for industry and trade, the new buildings were constructed out of bricks. One of the largest sites for making bricks and tiles was in Tilehurst, which is based on a huge clay deposit.

Bricks were easily sourced locally due to the large amounts of clay found in the area. A lack of suitable building stone explains why Reading was predominantly timber pre-1700s, and the popularity of brick after. When it was discovered that adding chalk to the clay during the mixing process, the fired product would result in a silver-grey brick. This was often used for decoration of façades (as seen in Reading Townhall and Foxhill House to the right), and not for structural purposes due to being more expensive.

The sheer amount of brick in Reading has resulted in it's distinctive character and identity. It's important that this is recognised in future developments as the material has played a significant role in constructing the town known today.



Reading Town Hall. 1786 - 1897



Foxhill House, 1868



Wantage Hall, 1908



Queen Victoria Street, mid-1800s - 1903



Reading Gaol, 1785



Broad Street Independent Chapel, 1707-1892

THE HUNTLEY & PALMERS BUILDING



George VI in Front of the Factory Social Club, 1948

The Huntley & Palmers building, located next to Factory Bridge, is the only building remaining of the original Huntley & Palmers site that was demolished in 1978. Built around 1840, it served as the old Factory Social Club from 1938. It has since been turned into flats.

The old Factory Social Club is built from brick, typical of Reading's local character. Similar to other buildings built at this time, it features a strong grid of fenestration with a focus on its horizontal features. This is further emphasised by the protruding banding defining the base, middle and top sections of the building, and the decor across the top of the windows. Decorative lintels are used above each window, of which are set back to add depth within the facade. Updated Huntley & Palmers signage features at roof level, serving as an acknowledgement of the building's/ site's past.



Huntley & Palmers Building

- Defined Base
- Fenestration Grouping
- Decorative Banding
- Facade Divisions
- Window Alignment