Design Addendum

August 2024

AEW

McLAREN LIVING



Broad Street Mall, Reading

AHR

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Section 1: Introduction

Introduction

This Design Addendum has been prepared by AHR Architects Ltd in liason with Macfarlane Landscape Consultants on behalf of McLaren (Broad Street Mall) Ltd and UREF III LP in relation to a site at the Broad Street Mall in Reading in response to the latest consultation with Reading Borough Council and the Local Ward Councillors.

Description of Development

Part-demolition of existing retail units, car park and service areas, demolition and rebuild of car park ramp, and construction of a residential-led, mixed-use development fronting Queens Walk and Düsseldorf Way, including all necessary enabling and alteration works required.

Project team

Applicant	**McLaren (Broad Street Mall) Ltd and UREF III LP**
Planning Consultant	**Opus Works**
Architect	**AHR Architects Ltd**
Landscape Architecture	**Macfarlane + Associates**
EIA	**TRIUM**
Heritage	**Montagu Evans**
Verified Views	**GMJ**
Archaeology	**MOLA**
Project Manager	**Silver DCC**
Demolition and Construction	**Silver DCC**
Cost Consultant	**Gardiner & Theobald**
Structural Engineer	**Meinhardt**
Services Engineer	**Hoare Lea**
Transport Engineer	**Stantec**
Fire Consultant	**Introba**
Flood Risk and Drainage Consultant	**Meinhardt**
Daylight and Sunlight	**Delva Patman Redler**
Noise and Vibration	**SOL Acoustics**
Geo Environmental	**RSK**
Air Quality, Climate and Greenhouse Gas	**Air Pollution Services**
Wind Engineer	**FD Global**
Ecology	**SWECO**
Water Resourcing	**Meinhardt**

Project Vision

Our project vision for the development is summarised below:

- **A development that brings life and activation to this town centre location, with south facing café spill-out areas animating Düsseldorf Way, contributing towards a strong sense of place-making focussed on people and activity.**
- **A development that provides new public realm that will seamlessly connect to the developing Minster Quarter proposals reflecting the character and materiality of the town centre.**
- **A scheme that demonstrates design excellence, through high quality homes and an exemplar contextual response to the adjacent Conservation Areas and the proximity of Reading Minster to respond to Reading's distinct built character.**
- **A development that creates a strong new residential community within the town centre to work in tandem with the emerging proposals for Minster Quarter.**
- **A development that provides generous residential entrances and amenity spaces to help to foster a sense of community amongst the residents.**
- **A development that provides new spaces within the development that promote Health and Well-being opportunities for the residents.**
- **A development that provides energy efficient homes that deliver on the principles set out in the Council's Climate Emergency Strategy.**
- **A development that provides urban greening and biodiversity net gain across site.**
- **Significant contribution to housing provision in Reading including affordable housing.**



Section 2: Council Feedback

2.0 Council Feedback

2.1 Key Feedback from the meeting with Local Ward Councillors

- The current scheme proposals are considered to be 'less landmarky' than the extant scheme.
- Balconies should be restricted to the 12th floor maximum due to safety, amenity and appearance issues.
- AEW/McLaren to convince the Council that it is creating a community.
- Produce more details regarding the greening of the rooftop of the BSM car park.
- Emphasise the benefits of the scheme.
- What is the proposed mitigation for the heritage concerns and associated harm?



Current Elevated perspective from the south looking towards Düsseldorf Way

Section 3: Design Development

3.0 Design Development

3.1 Making the scheme more of a landmark development

- ***The current scheme proposals are considered to be 'less landmarky' than the extant scheme.***
- The original planning application scheme proposal was conceived as three towers ascending in scale away from the Minster with a common approach to the materiality applied to each of the buildings.
- An alternative approach is to create three distinct identities for each of the ascending buildings employing a complimentary palette of high quality materials sat within the grey brick frame which has been set up across the façades of each of the buildings which controls the proportions and articulation of the each of the towers.
- This approach allows each building to have a subtly different appearance helping to create a more varied and interesting skyline when viewed from distance, making the building design more of a visual landmark within the town centre of Reading.



Materiality inspired by Reading Minster



Original Planning Application design with common approach to materiality across each of the towers



Proposed perspective view with distinct identities for each of the buildings

3.0 Design Development

3.2 Materiality



Typical glazing bay panel - Building A



Typical glazing bay panel - Building B



Typical glazing bay panel - Building C



Light Bronze



Bronze



Flint

3.0 Design Development

3.3 Original Planning Application Design

- The original planning application design of Buildings A, B and C developed to incorporate grey brickwork frames with inset red toned panels which reflected the unique historic character of the centre of Reading, which is evident in the buildings within the St. Mary's Butts / Castle Street Conservation Area, which illustrate the historic centre of Reading located around Reading Minster.

- The majority of the buildings along Castle Street employ grey facing bricks with feature dressings and lintels using red facing brickwork and terracotta. This approach is also employed on the Reading Town Hall by Alfred Waterhouse.



Original Planning Application Düsseldorf Way View



Reading Town Hall



19 Castle Street



39 Castle Street



Reading Town Hall

3.0 Design Development

3.4 Making the scheme more of a landmark development

- In developing the revised design approach to each of the three towers further, we have amended the plinth of each of the towers to show a chequer board detail relating back to the Reading Minster in a similar fashion to the proposed base of Building D on Hosier Street but with a different pattern to maintain the visual separation between Buildings C and D.
- In addition to the introduction of the graded chequer board we have also shown aluminium soffits to the large scale openings at the base of the towers bringing the newly introduced palette from the middle of the buildings into the base to tie the materiality through the composition.



Proposed Düsseldorf Way View



Grey Brick with white pre-cast



Grey Brick with bronze cladding



Grey Brick with bronze cladding



Crown treatment

3.0 Design Development

3.5 Making the scheme more of a landmark development

- The image across shows the developed design of the main entrance to Block B which shows the introduction of the graded chequer board detail relating back to the Reading Minster in a similar fashion to the proposed base of Building D on Hosier Street but with a different pattern to maintain the visual separation between Buildings C and D.
- In addition to the introduction of the graded chequer board we have also shown aluminium soffits to the large scale openings at the base of the tower bringing the newly introduced palette from the middle of the buildings into the base to tie the materiality through the composition.



Proposed Düsseldorf Way View of Building D looking towards the Minster



Reading Minster



Reading Minster



Basket Weave



Red and Grey Bricks

3.0 Design Development

3.6 Making the scheme more of a landmark development

- To create a more prominent landmark in the long-distance views around the town centre of Reading, the crown of each tower has been enhanced. Clad in panels that harmonize with the infill below, the crowns provide a distinguished contrast, articulating the building's silhouette.
- This refined design emphasises the depth of the framed elements at the top of the buildings and draws through the new palette of materials, providing a visual connection between the base, middle, and top of each tower.



Original planning application proposal for the crowns with common materials across the buildings



Proposed Perspective view of the developed crowns with distinct identities between each of the buildings

3.0 Design Development

3.7 Making the scheme more of a landmark development



Original Planning application view of Building A with the red toned infill panels



Proposed Perspective view of Building A with the new palette of materials and detail added into the crown

3.0 Design Development

3.8 Düsseldorf Way Bay Study



The crown is clad in light bronze panels that harmonize with the infill below, providing a distinguished contrast, articulating the building's silhouette



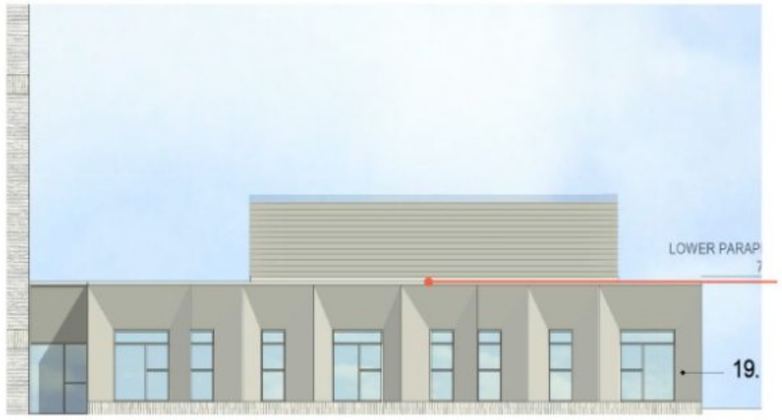
Light grey multi brick forms outer brick three storey frames

Light bronze toned infill panels

Dark grey powder coated window

Light grey multi brick forms large scale columns to the base of the towers with chequer board detail added

Building A materiality relates to the Minster chequerboard facade



Grey metal cladding to the 'top' of Block D



Dark Grey brickwork infill panels

Dark grey powder coated window

Light grey multi brick forms outer brick frame

Flint and chequerboard brickwork relates to the Minster

Building D materiality relates to the Minster's flint and limestone chequerboard facade

3.0 Design Development

3.9 Proposed Elevated View of Düsseldorf Way



3.0 Design Development

3.10 Amenity Provision - External Balconies

- ***'Balconies should be restricted to the 12th floor maximum due to safety, amenity and appearance issues'***
- Following the feedback from the Council the number of external balconies has been reduced so that no balconies are proposed above the 8th floor, lining through with Building D.



Original Planning Application Southern Elevation to Düsseldorf Way



Revised Proposed Southern Elevation to Düsseldorf Way

3.0 Design Development

3.11 Elevation View

The 3 towers are given distinct identities inspired by the materiality of the contextual Minster: white sandstone, buff sandstone and flint toned panels are set within grey brick frames.



Reading Minster



Building A - Light Bronze



Building B - Bronze



Building C - Flint



Option 1: Revised Proposed Southern Elevation to Düsseldorf Way

3.0 Design Development

3.12 Amenity Space Area Comparison to Extant Permission

- ***'Balconies should be restricted to the 12th floor maximum due to safety, amenity and appearance issues'***
- We have restricted the balconies to the 8th floor maximum to establish a lower level consistent with Building D.
- Following the amendments to the external balcony provision the project team undertook a detailed review of the amount of private amenity space proposed in the scheme.
- The table across schedules the quantity of internal amenity space, external amenity space including the first floor courtyards, roof top terraces and the inclusion of balconies on the south elevation.
- These proposals result in a total of **3,555 sq.m** of private amenity space within the development which equates to approximately **5.52 sq.m** of private amenity space per apartment in line with the extant permission.

Extant Permission	Current Proposals
0m²	1,635m²
Internal Amenity Area	Internal Amenity Area
2,331m²	1,920m²
External Amenity Area	External Amenity Area including the reduced number of balconies (63 included)
2,331 m²	3,555 m²
Total Private Amenity Space External space only	Total Private Amenity Space Mix of internal and external space
5.52 m²	5.52 m²
Private Amenity Space/Apartment	Private Amenity Space/ Apartment

3.0 Design Development

3.13 Increased Greening of the Car Park roof

- ***'Produce more details regarding the greening of the rooftop of the BSM car park'***
- Discussions with Reading Borough Council Property team are ongoing around remaining car parking numbers as part of the redevelopment of Broad Street Mall.
- The team have reviewed in detail the options for 'greening' the existing car park roof. The image across shows an initial concept sketch that was prepared prior to the more detailed work around the existing roof structures and proposed car parking layout.



Rooftop greening of the Broad Street Mall car park roof

Section 4: Key Views - Day in the Life

4.0 Key Views - Day in the Life

4.1 View from Hosier Street

A Day in the Life of a... Market Trader

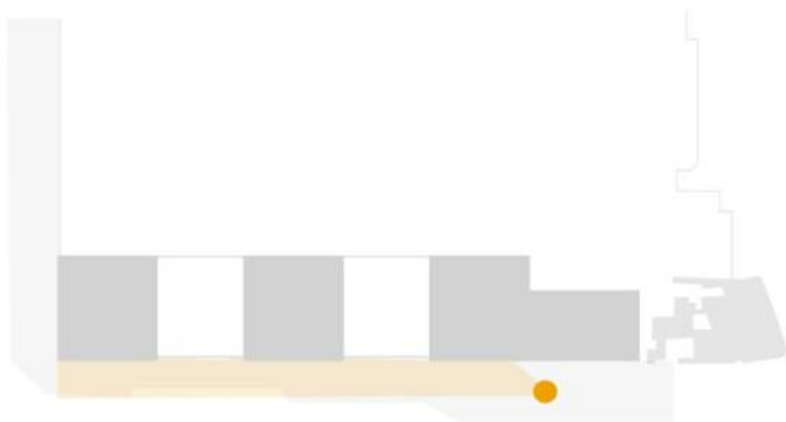
- **Setting up and getting in the mood:** Set up your stall at the crack of dawn to catch the morning commuters walking from the west of Reading to the main station. While it is quiet, you really appreciate the benefits of a thoughtfully designed public realm, with designated spaces that cater specifically to your needs. This new layout ensures a vibrant and organised market environment, enhancing both the traders' operations and the shopping experience for visitors. With areas of grass for visitors to stop and sit nearby, new traders have joined the market selling different goods. A wider offering is beneficial for you as this will attract broader and bigger crowds.
- **Diverse Community Engagement:** The market thrives with a diverse mix of people from the newly constructed adjacent buildings. These residents, representing various demographics, enjoy the market's local and community-oriented atmosphere, contributing to its dynamic and welcoming vibe. The public art feature has pride of place sitting highly visible at the start of Düsseldorf Way.
- **Increased Foot Traffic:** You are rushed off your feet with barely a moment to think about how the area has been transformed from a previously unattractive space with empty shops into a bustling destination. Clearly, the improved public realm and higher flows of people have boosted the market much more than expected, making it a lively and attractive spot for both locals and visitors.



Proposed View



Existing Site Condition



Location Plan

4.0 Key Views - Day in the Life

4.2 View looking towards Broad Street Mall entrance on Düsseldorf Way

A Day in the Life of a... Shopper

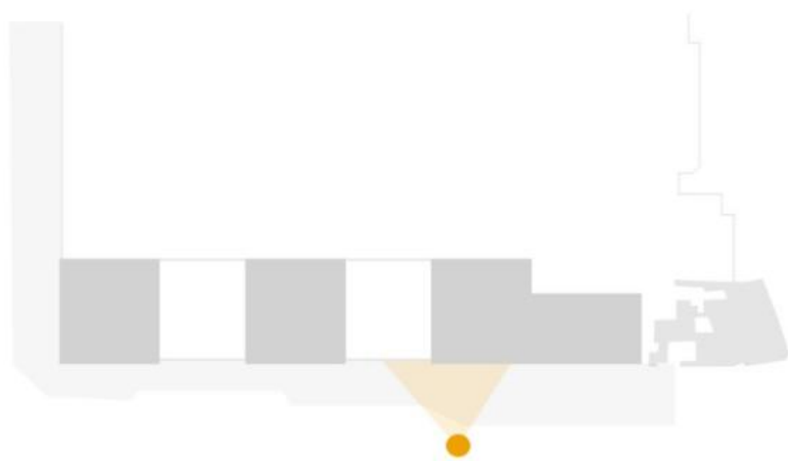
- **Morning Stroll and Coffee:** Start the day with a leisurely walk along the south-facing pedestrianised street. Grab a coffee from one of the local cafés with spill-out seating and enjoy the lively surroundings. As this spot is a bit of a sun trap, you take out your book and pass some time relaxing there.
- **Shopping Spree:** Once you are feeling ready, you head inside Broad Street Mall to mooch around the shops. Entering the building from this new entrance is nothing like the old shopping centre – this new entrance gives a really classy feel. Now you are feeling in the mood to do some serious shopping.
- **Lunch and Relaxation:** Take a break at one of the restaurants with outdoor seating. Enjoy the visual appeal of the architecture and public realm, which mirrors the iconic Hexagon Theatre's geometries. The integrated green spaces and raised planters provide a pleasant environment to relax. Watch children play in the multi-age play features while savouring a delicious meal, and then attend an event or performance at the Hexagon Theatre.



Proposed View



Existing Site Condition



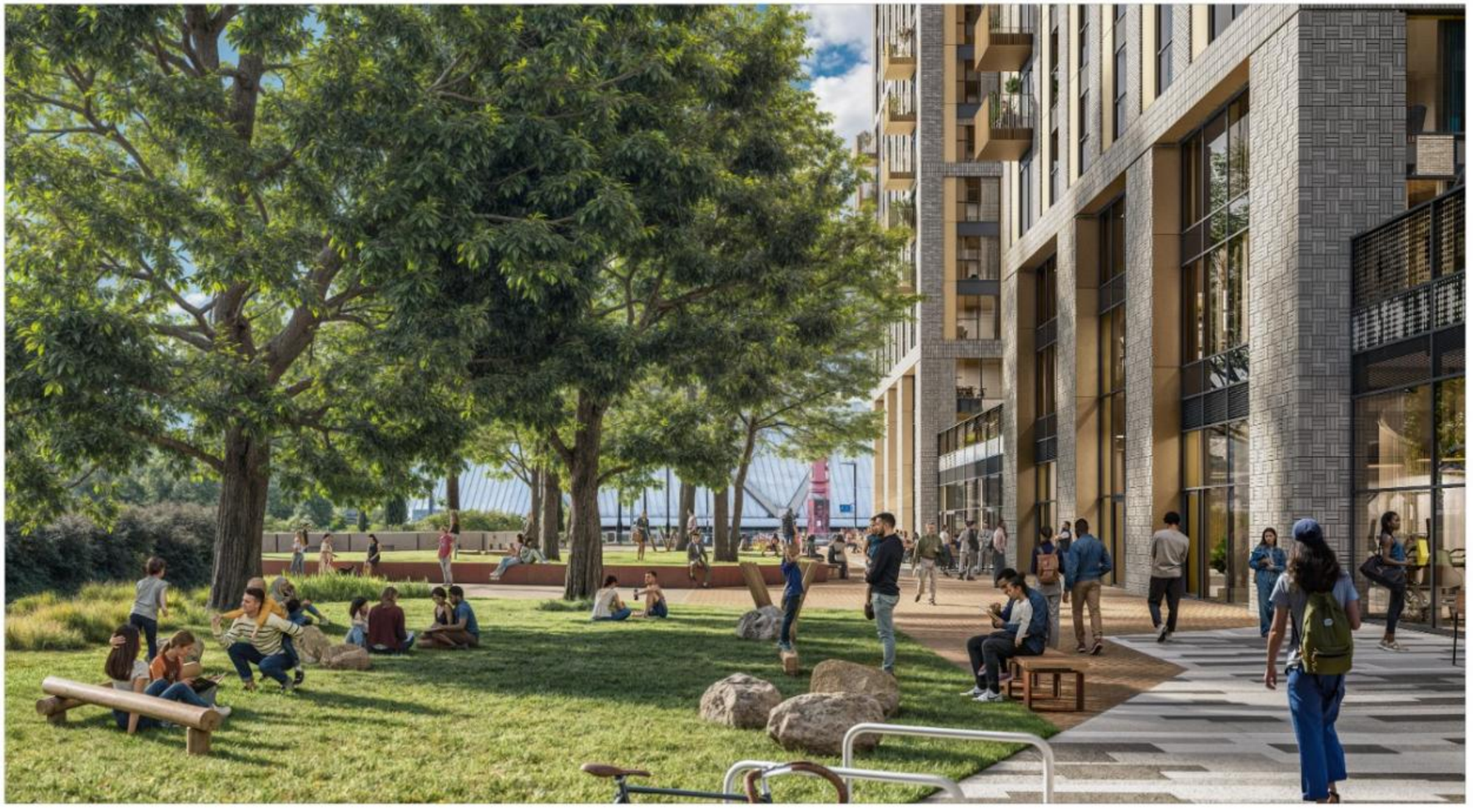
Location Plan

4.0 Key Views - Day in the Life

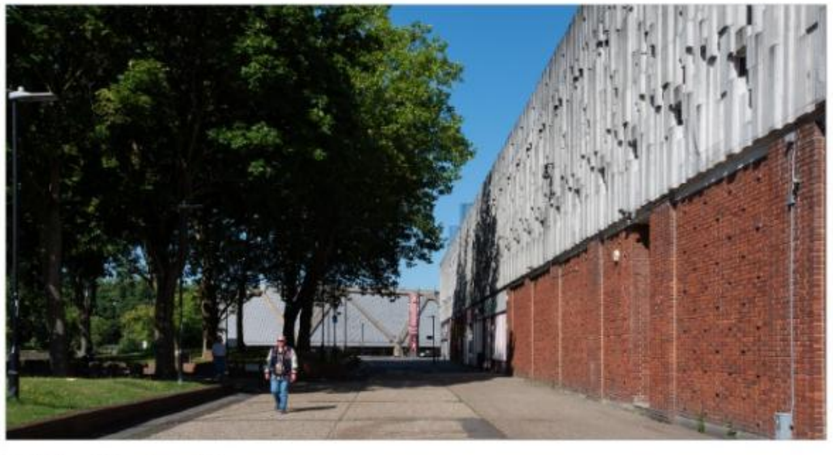
4.3 View of amenity lawn looking towards the Hexagon Theatre

A Day in the Life of a... Child

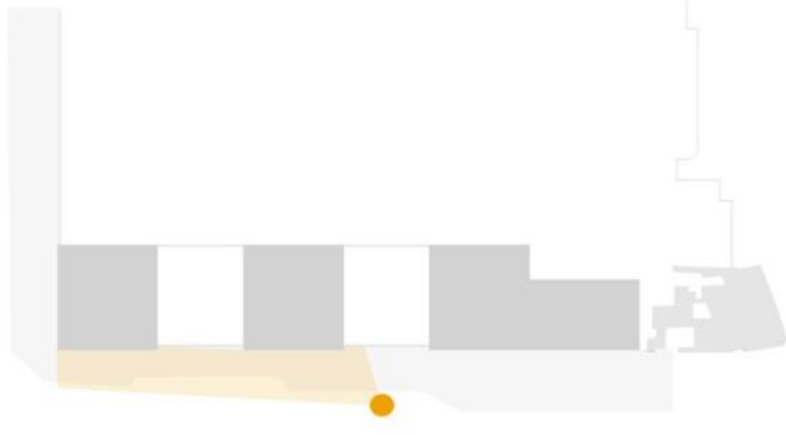
- **Morning Playtime:** Start the day with excitement by exploring the many play features along Düsseldorf Way. The multifunctional green spaces and interactive elements offer endless fun, sparking imagination and creativity. Your favourite elements are the boulders on the grass – you invent games to play on them with another child who is playing there. The safe, pedestrian-friendly environment allows for care-free play with mum and dad watching from a nearby café enjoying a coffee and a pastry.
- **Relaxation:** End the day with family time at a restaurant with outdoor seating, enjoying the lively atmosphere while parents sit chatting to friends and you relax and watch the world go by. Finally, they let you go to play again once dinner is finished – back to the boulders!



Proposed View



Existing Site Condition



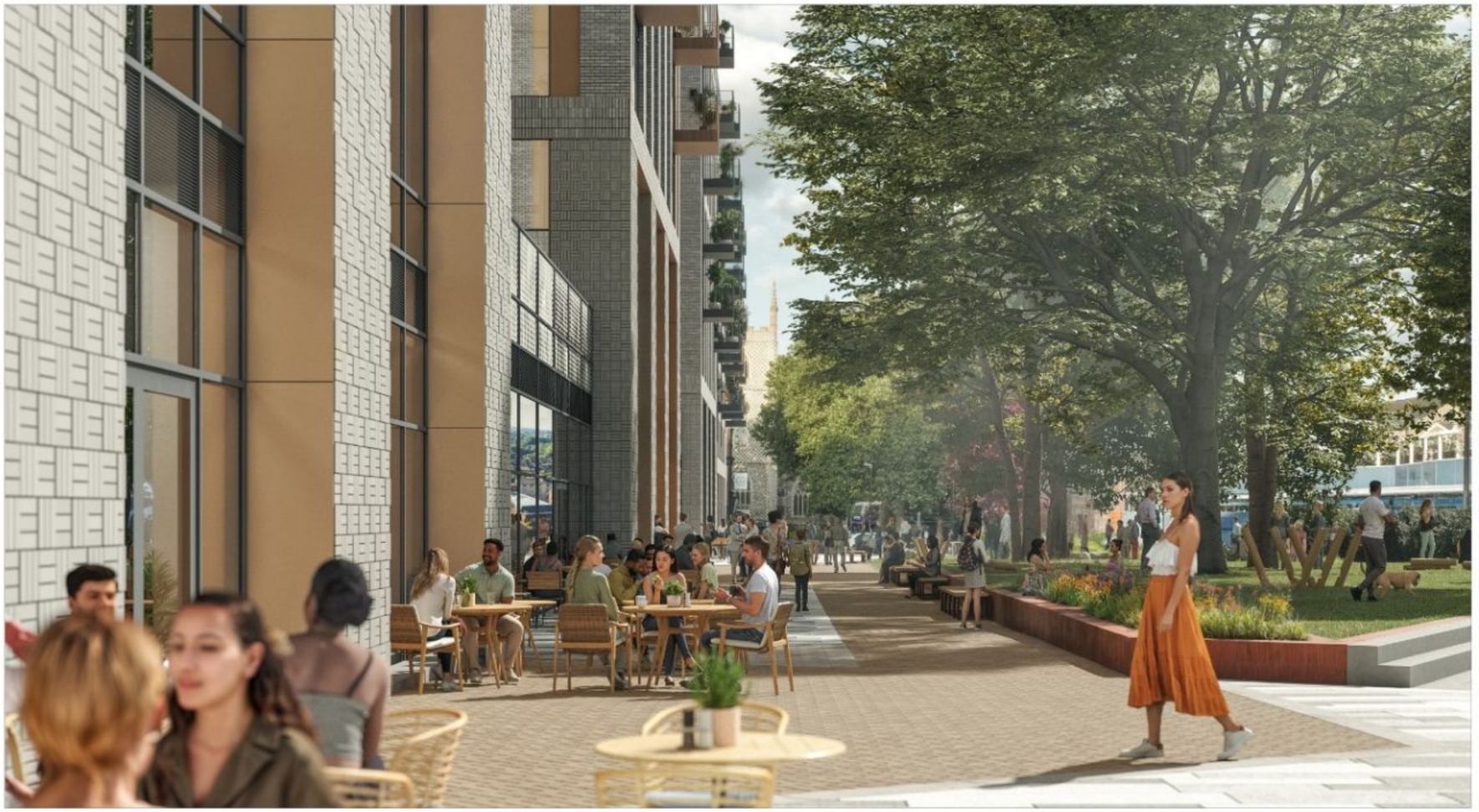
Location Plan

4.0 Key Views - Day in the Life

4.4 View looking east on Düsseldorf Way towards the Minster

A Day in the Life of a... Local

- **Morning Market Visit:** Start the day by visiting the bi-weekly market on Hosier Street. The thoughtful integration of traffic calming measures and improved pedestrian access make it easy to explore the market stalls. Enjoy the bustling atmosphere and support local vendors.
- **Cultural Exploration:** Visit the Grade I-listed Church of St. Mary and appreciate its beautifully integrated surroundings. You decide to give your legs a rest after at one of the cafés on Düsseldorf Way.
- **Afternoon in the Park:** Spend the afternoon in one of the multifunctional green spaces near the Hexagon Theatre. The green infrastructure provides a natural escape within the urban setting and the shade from the mature London Plane trees is cooling on a hot summer's day. Watch the bees as they dance within the colourful planting beds and give your friends and family long overdue phone calls as you lounge on the grass.



Proposed View



Existing Site Condition



Location Plan

4.0 Key Views - Day in the Life

4.5 View along Queens Walk towards the Hexagon Theatre

A Day in the Life of a... Student

- **Morning Study and Coffee:** Start the day with a walk to clear the mind. Settle into a cosy cafe to get some morning studying done. The vibrant surroundings, inspired by the architecture of the Hexagon Theatre, create an energising and inspiring atmosphere to kick off the day.
- **Afternoon Classes and Exploration:** After sitting reading your book and waiting for your friend on one of the raised planters, you both head to classes by bike, knowing that the fact the new development integrates into wider cycling networks makes it a safe commute.
- **Evening Social and Leisure:** After classes, you meet up with other friends who are sitting on the grass under the mature trees playing cards. You have dinner at one of the many eateries with outdoor seating for dinner. The seamless integration of green spaces offers a peaceful environment to relax and recharge.



Proposed View



Existing Site Condition



Location Plan

4.0 Key Views - Day in the Life

4.6 View along Queens Walk approaching the Hexagon Theatre

A Day in the Life of a... first time visitor to Reading

- **Morning Arrival and Exploration:** Begin your day with a stroll down the south-facing pedestrianised street towards the Hexagon Theatre. It's striking architecture, mirrored in the public realm design, immediately catches your eye. Enjoy a coffee at a cafe with spill-out seating and soak in the vibrant atmosphere.
- **Afternoon Shopping and Leisure:** After heading to the Grade I-listed Church of St Mary, you pop your head into the variety of shops and pop-up stores along this pedestrian-friendly street. The cohesive streetscape design makes navigation easy and enjoyable. You stop to take a seat and rest your legs on one of the raised planters with integrated seating and planting that smells great!
- **Lunch and Relaxation:** Enjoy lunch at a south facing restaurant with outdoor seating – as a sun trap, you close your eyes and soak up the warmth as you wait for your food. Appreciating the blend of nature and urban design, you notice the integrated green spaces and raised planters which create a pleasant ambiance. Children are playing in the multi-age play features while you eat your meal.
- **Reflective Conclusion:** Reflecting on your morning, you think about the awe-inspiring architecture of the Hexagon Theatre and Reading Minster. Reading's thoughtful integration of cultural, historical, and leisure elements within a cohesive public realm offers a unique and memorable experience, making it a destination worth revisiting.



Proposed View



Existing Site Condition



Location Plan

4.0 Key Views - Day in the Life

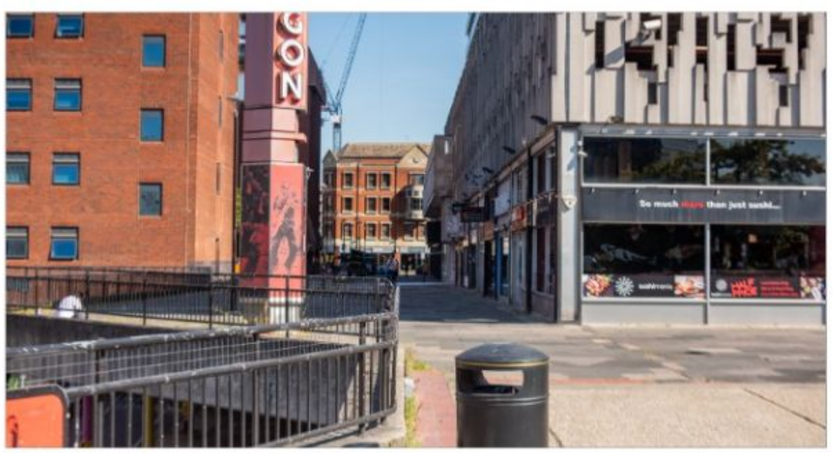
4.7 View outside Hexagon Theatre looking along Queens Walk towards Oxford Road

A Day in the Life of a... Broad Street Mall Resident

- **Morning Routine:** Begin the day with a brisk walk through the beautifully designed public realm. The greenery and biodiversity create a serene atmosphere despite the inner urban location. The inclusive design caters to all ages and abilities, making it easy to navigate and enjoy.
- **Community Engagement:** Meet neighbours for a coffee down in ground floor cafés and watch the world go buy before starting work. The presence of heritage-inspired features and local art adds a sense of belonging and pride.
- **Evening Leisure:** Spend the evening and attend an event at the Hexagon Theatre. The enhanced lighting, way finding, and natural surveillance ensure a safe and secure environment, encouraging other visitors to enjoy the area well into the evening.



Proposed View



Existing Site Condition



Location Plan

4.0 Key Views - Day in the Life

4.8 Drone Shot – View of car park roof from development

A Day in the Life of a... Broad Street Mall Resident

- **Exciting Arrival and Greeting:** Your parents arrive to visit your two young kids, and you've asked them to park on the top of the multi-storey car park. From there, they can wave to the kids, creating a joyful and memorable moment as the children excitedly spot their grandparents from below.
- **Engaging Car Park Design:** The multi-storey car park's roof is a hit with the family, thanks to the different coloured parking spaces and lush planting. These elements not only make the space visually appealing but also provide an engaging environment for the kids to explore from above.
- **Unique Night-time Atmosphere:** As night falls, the interesting lighting transforms the car park roof into a unique and enchanting backdrop. This distinctive feature adds a touch of magic to the evening.



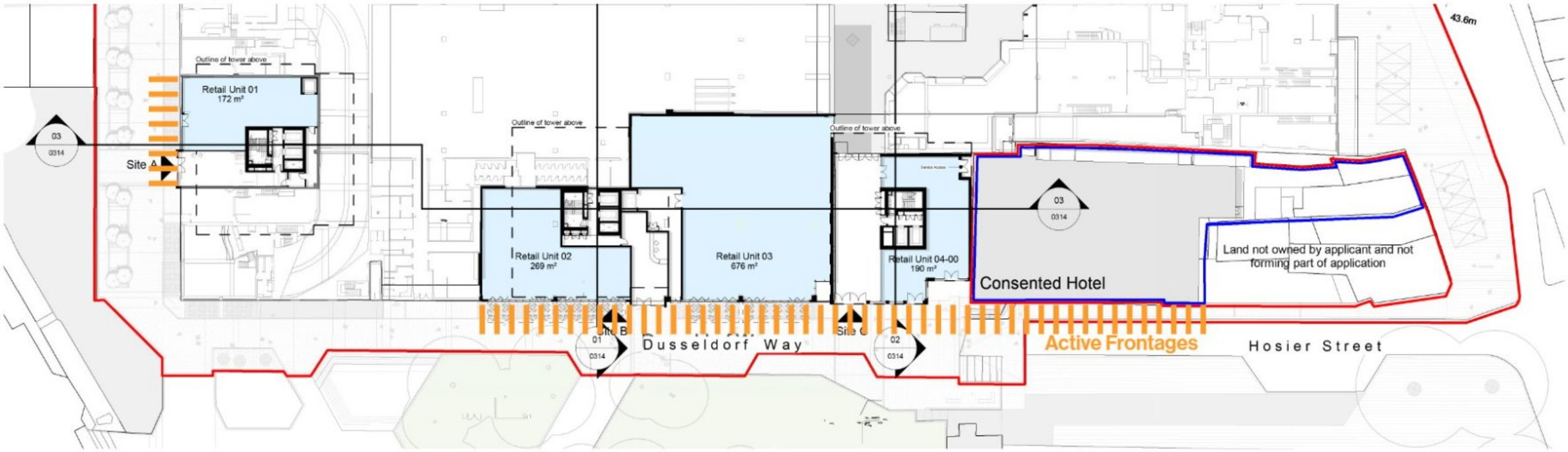
Proposed View



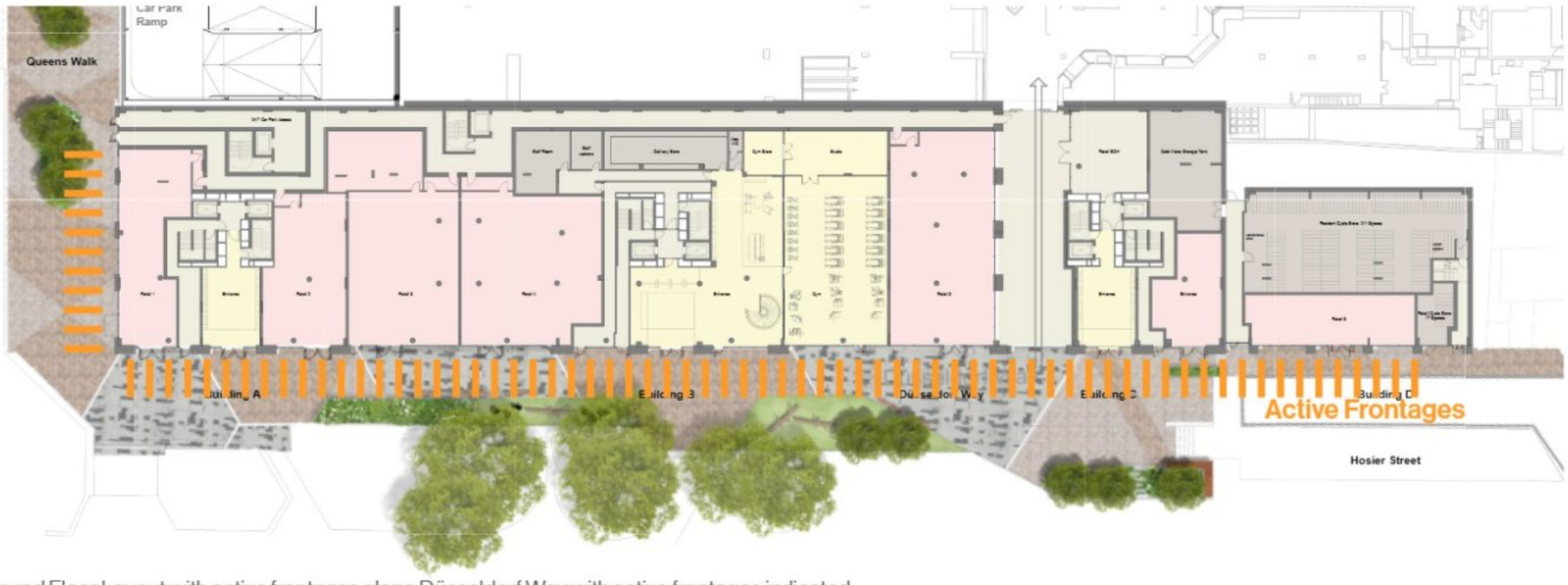
Existing Site Condition

4.0 Key Views

4.9 Active Frontage Comparison with the extant consent



Extant Planning Permission Ground Floor Layout with active frontages indicated



Proposed Ground Floor Layout with active frontages along Düsseldorf Way with active frontages indicated

4.0 Key Views

4.10 Proposed Private Courtyard CGi



4.0 Key Views

4.11 Proposed Roofscape



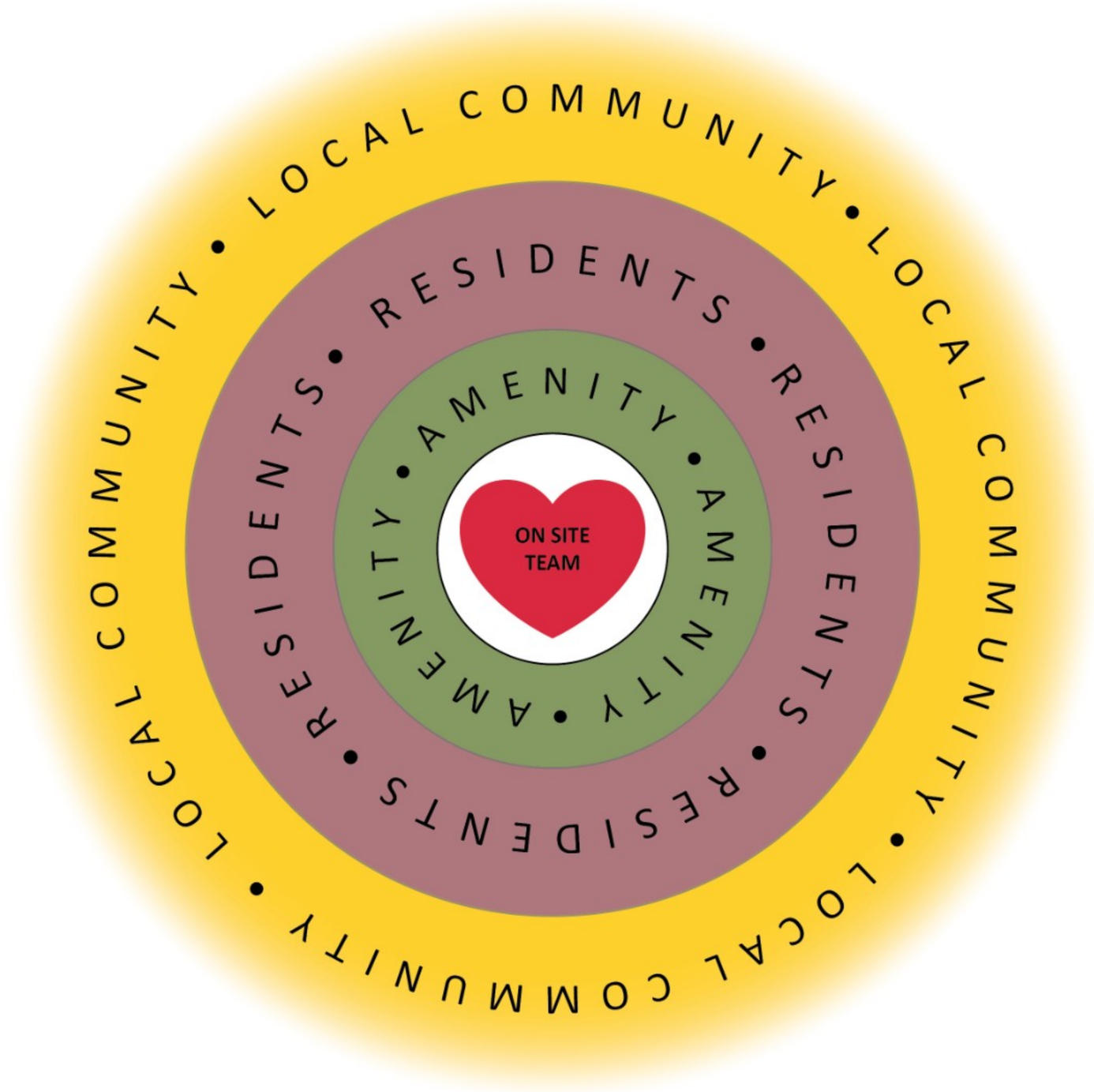
Proposed view of the roof top terraces of Buildings A and B

Section 5: Building a strong community

5.0 Building a Strong Community

5.1 Build to Rent

- A well designed Build To Rent development focuses on community, both the internal resident community and the existing local community.
- The success of the development comes from being integrated within the local area, creating relationships with local businesses, championing what is good and making the residents feel part of the area.
- The internal community within the building centres around the amenity spaces and the On Site Team which runs the building.
- A good amenity space should be every resident's front door, an extension of everyone's apartment. Well designed amenity is well used and allows people to come together.
- While many residents will naturally use the amenity space, the On Site Team will also organise regular gatherings. These popular, often themed, events allow residents to meet neighbours and build friendships.
- The events cover a wide range of topics, allowing maximum inclusivity and will often include people and businesses from the local neighbourhood, further integrating both old and new residents into the community.

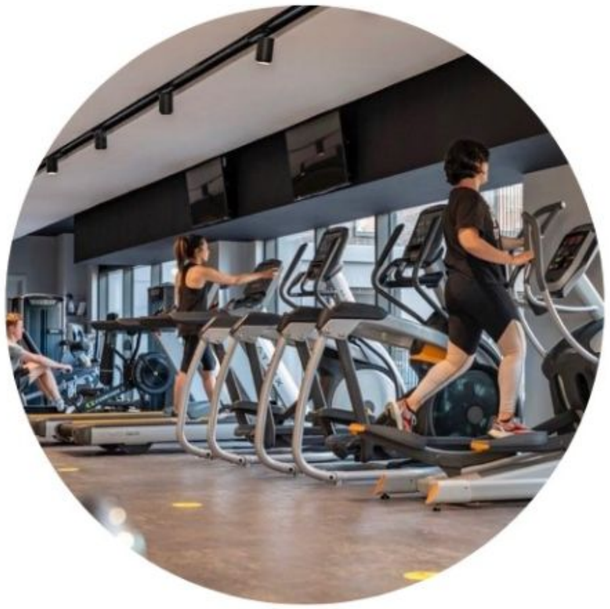


5.0 Building a Strong Community

5.2 Amenity Spaces Designed to Bring Residents Together



ENTERTAINING SUITES
Provide spaces for groups of friends to socialise



WELL EQUIPPED GYMS
Encourage residents to stay on site and foster community



CO-WORKING AREAS
Allow residents space to sit and work outside of their apartments with their neighbours



QUIET WORKING SPACES
Residents don't have to stay in their apartments to work in quiet



COMMUNAL GAMES
A variety of games encourage resident interaction



FITNESS STUDIOS
Shared yoga classes are a great introduction to other residents



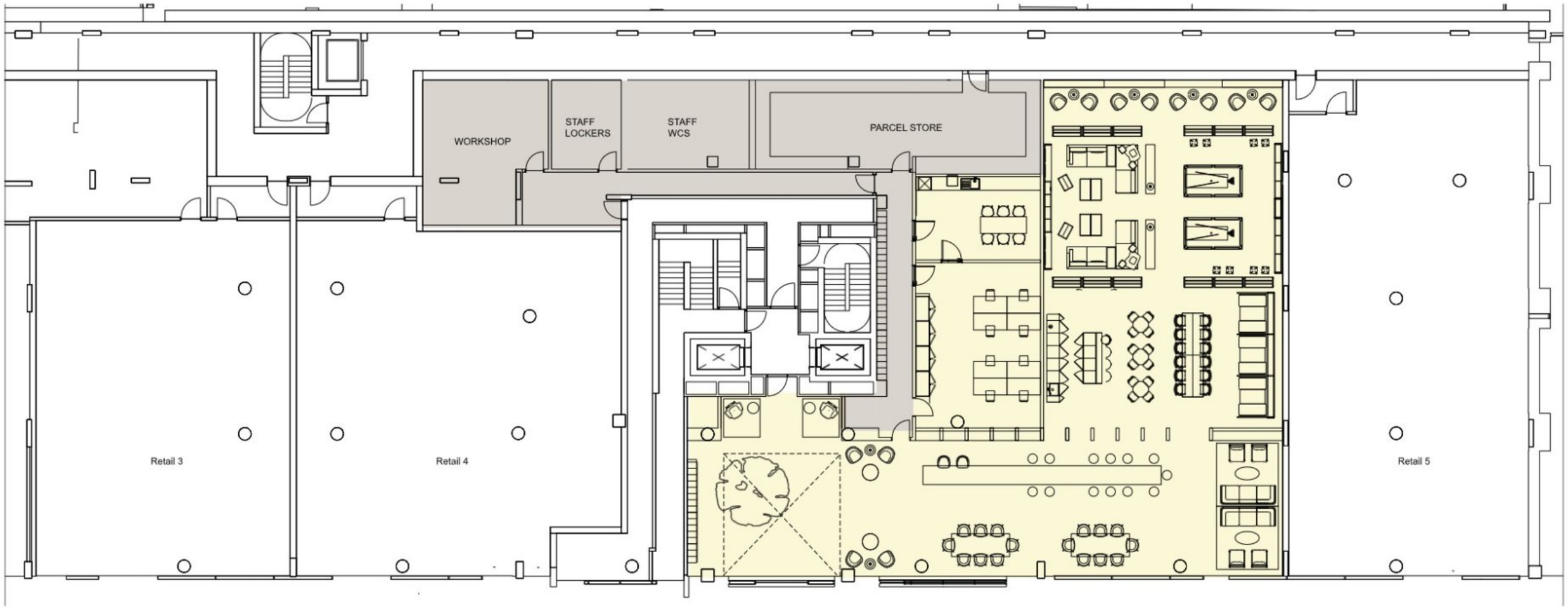
SHARED KITCHENS
Provide opportunity to eat outside of your apartment and meet other residents



EXTERNAL TERRACES
A great place to meet other people in the development

5.0 Building a Strong Community

5.3 Entrance, Concierge & Social Lounges - Level 00

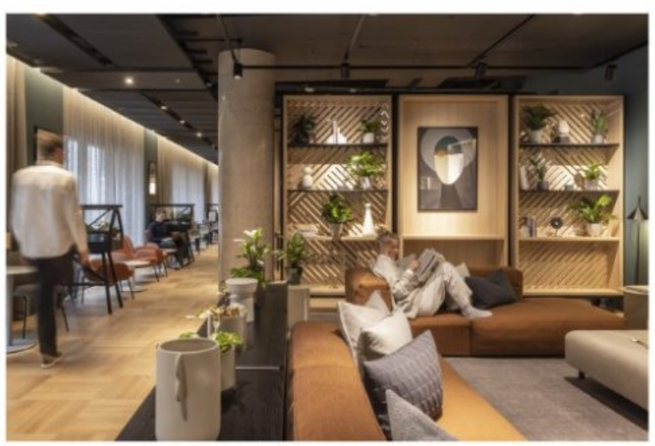


Large welcoming lobbies, well designed to receive residents and their guests, as well as parcel deliveries are key to the operation of the building.

The concierge is part of the lobby amenity and blends with the lounges.



Colliers Yard, Salford



Boxmakers Yard, Bristol



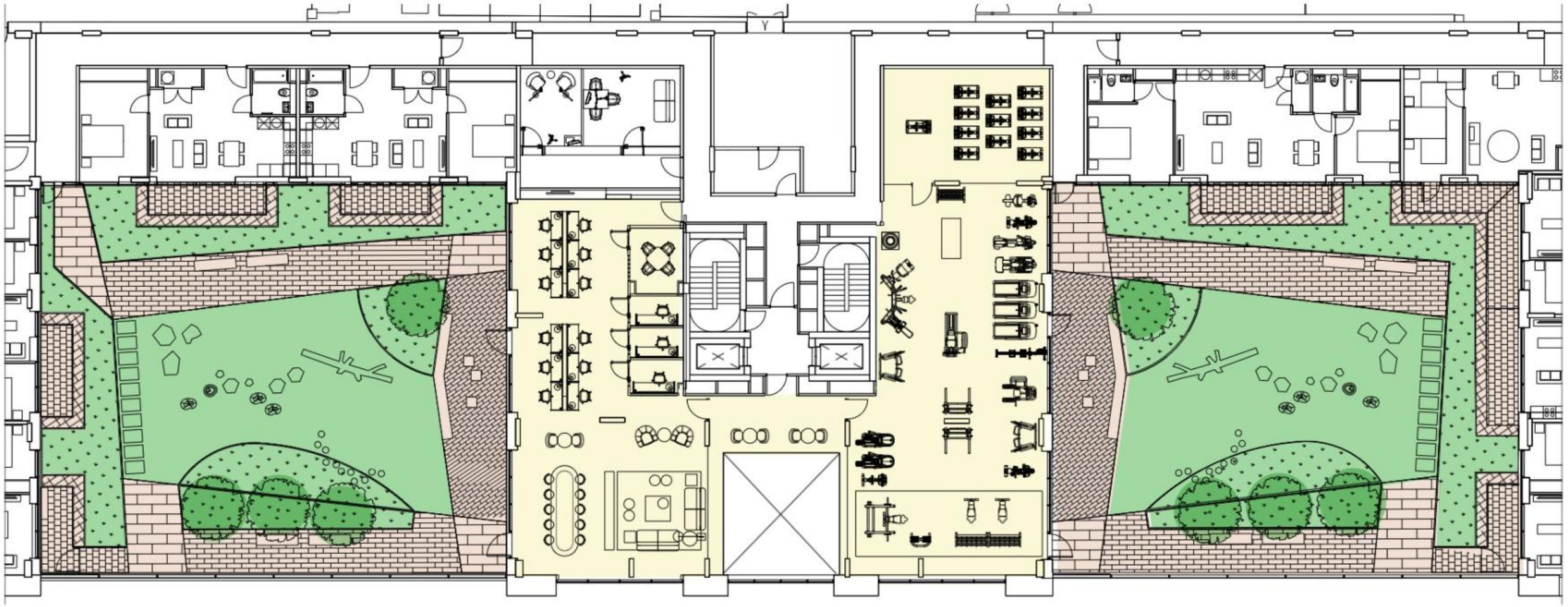
Solasta, Glasgow

The social lounge can incorporate a number of uses from TV lounges to games areas.

At the centre of the plan are spaces where resident gatherings can take place.

5.0 Building a Strong Community

5.4 Co-Working & Gym - Level 01



Co-working space with a variety of seating and desking types creates an inclusive amenity and encourages residents to work outside of their apartment.



Colliers Yard, Salford



New Acres, Wandsworth



New Acres, Wandsworth

To encourage both health and well-being and social interaction, the gym and fitness studio are a central part of the Build To Rent design.

5.0 Building a Strong Community

5.5 Bookable Suites - Level 24



Bookable Suites provide residents with extended private amenity.

The suites provide flexible use and can be used for homeworking and hosting meetings or for social events such as birthday or dinner parties.



Boxmakers Yards, Bristol



Bale & Anchor, Lewisham



Goodsyard, Birmingham

5.0 Building a Strong Community

5.6 The On-Site Team - Build to Rent

- A good Build To Rent development is more than just a home; it's a way of life. Somewhere residents can feel free. To paint the walls, bring their pets, chill on the roof terrace, work out in the gym, host friends in the dining rooms, stretch in the yoga studio.
- Central to all of this is the On-Site Team. The developments are typically staffed 24hours and the staff become familiar, friendly faces.



GENERAL MANAGER
Often the first person the resident sees in the morning, the one they share life changing news with or a friendly face that they see every day after work.



RESIDENT SERVICES MANAGER
Organises community events, regularly at the front desk talking with the residents.



LETTINGS
Focuses on retaining residents and keeping the development busy and popular.



MAINTENANCE
Essential to keeping everything running, a familiar face around the building.

5.0 Building a Strong Community

5.7 Events organised by the On-Site Team

- The On Site Teams who manage the developments are central to fostering Build To Rent communities.
- The happier the residents are, the better the community spirit is and the longer the residents are likely to remain living in the buildings.
- Events are regularly organised by the On Site Teams, covering everything from Dog walking through to Wreath Making and Community Gardening.
- The images to the right are from the social media accounts of 4 Build To Rent developments.



Craft Classes



Community Gardening



Dog Walking Clubs



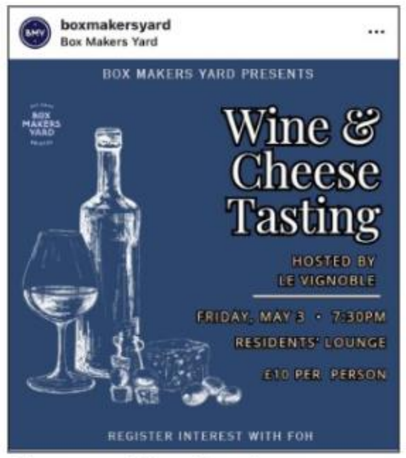
Quiz Nights



Coffee & Cake Mornings



Garden Parties



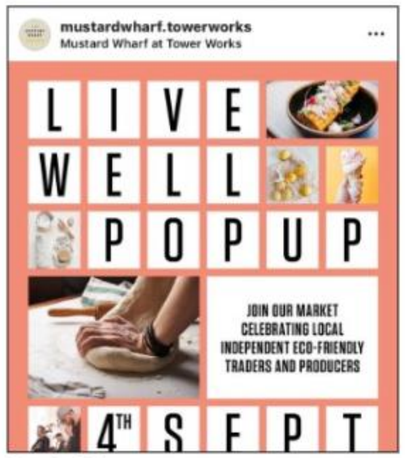
Cheese & Wine Evenings



Live Music Evenings



Photography Competitions



Craft Fairs



Art Classes



Book Clubs



Wreath Making Classes



Concerts



Yoga Classes

5.0 Building a Strong Community

5.8 Social Value in the Community - Engagement with Local Businesses and Charities



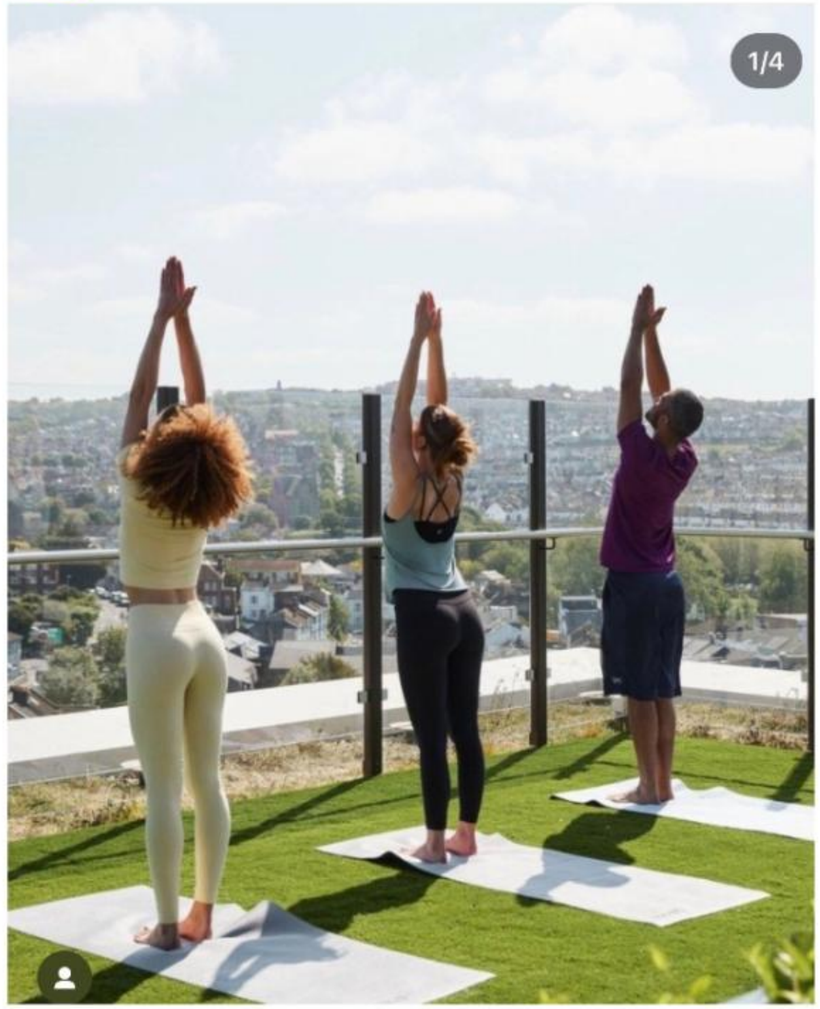
Using amenity spaces to host local charities, increase awareness and help encourage social integration between new on-site and long-standing residents in the area.

An example is Mental Health & Well-being sessions organised by the team at the New Victoria in Manchester, where the charity Manchester Mind spent time talking with the residents.



Engage with local businesses and integrating into their communities.

Cafe 404 is part of the New Acres in Wandsworth and the on site team promote the Saturday running club to residents. The residents then meet the other customers of 404 growing the local community.



York & Elder in Brighton have regular yoga classes from Soulstice Yoga, a local business.

The external amenity spaces were designed to be flexible, with yoga being one of the planned activities, along with concerts and gardening clubs. All encourage residents to meet and get involved in the community.

Section 6: Community Art Strategy

6.0 Community Art Strategy



PUBLIC ART & CULTURAL PROGRAMMING

BROAD STREET MALL, MCLAREN LIVING

ARTIS STATEN STIC MENTS

6.0 Community Art Strategy

Mission Statement

Broad Street Mall, deserves more...

A unique opportunity to **galvanise the local creative community** in celebrating this new exciting development in Reading.

The Public Art at Broad Street Mall should somehow **give back to its local residents**, **compliment the landscape** architecture and **celebrate Readings past, present and future**.

The Public art **deserves to be more than a monument**, it needs to **create a moment**. A destination, a meeting place and an **icon of creativity**.

ARTISTIC STATEMENTS

6.0 Community Art Strategy









MUCH MORE THAN A "PIECE OF ART"

MOMENTS NOT MONUMENTS

This commission should give back to the local community, providing a functional space for creativity in all its forms.

The public art installation could be functional, an outdoor stage, a pavilion or a place to share ideas, creativity and talent.

6.0 Community Art Strategy

WIDER PROJECT SCOPE

BIGGER IDEAS

PUBLIC ART

Providing more than a sculpture, a cultural destination, beacon and iconic meeting place for the Broad Street Mall. The installation intends to have interactive / changeable elements providing year long “canvas” or “stage” elements. Tapping into Reading’s beating heart of culture; its music / performance / culture.

DOCUMENTARY CONTENT

Tapping into Readings creative broadcast / media students , the potential to document the project from concept stage to delivery. Providing content across multiple local platforms and opportunity for collaboration.

PR /MARKETING STRATEGY

Dedicated PR team ensuring the project is recognised and publicised in Nationwide press and industry magazines. Goal to become a benchmark for successful community -led art projects.

CULTURAL PROGRAMMING

Ongoing permanent strategy to provide year long opportunities for all, either alongside or within the art installation itself. This could be daytime workshops, scheduled performances, exercise classes, comedy nights or music.

ARTISTIC STATEMENTS

6.0 Community Art Strategy

LOCAL PARTNERSHIPS

Theatre / Arts Groups

Consulting with local arts groups on the creative brief, the local community and ongoing through cultural programming initiatives surrounding the project.



Hexagon Theatre

The Hexagon is a multi-purpose theatre and arts venue in Reading, Berkshire, England. Built in 1977 in the shape of an elongated hexagon, the theatre is operated by Reading Borough Council under the name "Reading Arts and Venues" along with South Street Arts Centre and Reading's concert hall.

South Street Arts Centre

South Street is situated just to the South of Reading's town centre, 5 minutes from the Oracle Riverside, and boasts two performance spaces. The small-scale programme focuses on critically acclaimed touring theatre, music, comedy & spoken word. SITELINES is a programme of off-site work curated by South Street, encompassing everything that doesn't fit a traditional theatre space. Find out more about SITELINES. South Street supports the development of new performance work for Reading audiences and beyond. Find out more about our Resident Artists.

The Concert Hall, Town Hall

Haringey. Creates is a partnership of schools, artists and creative organisations based or working in Haringey. We're all about increasing access to high-quality arts and creative education and pathways for all children and young people across our borough.

6.0 Community Art Strategy

Community Engagement:

Consult and collaborate with local artists to reflect the community's diverse talent.
Collaborative Projects: Potential to organise workshops and collaborative projects to foster creativity and community spirit.

Community Events:

Host opening events, artist talks, and workshops to engage the community and celebrate the installation and wider project .
Create educational programs to encourage ongoing community involvement and appreciation of the arts.









ARTIS STATEMENTS

Conclusion

A core focus on the public art is to provide a sense of community engagement, diverse representation, and harmonious integration with the projects landscape design and architecture. The art installation will not only enhance the aesthetic appeal of the iconic new scheme but also serve as a vibrant testament to the creative spirit of the local community.



ARTISTIC STATEMENTS

Section 7: Accommodation Schedule

7.0 Accommodation Schedule Summary

Extant Permission

201 — 1 Bed
47.6% — Mix

199 — 2 Bed
47.1% — Mix

22 — 3 Bed
5.2% — Mix

422
Total homes

1,501 m²
Non Residential Uses (NIA)

Proposed Scheme

298 — 1 Bed
46.2% — Mix

297 — 2 Bed
46.1% — Mix

49 — 3 Bed
7.6% — Mix

644
Total homes

1,354 m²
Non Residential Uses (NIA)

Benefits

↓ Lower percentage of 1 bedroom homes to better respond to Policy CR6.

→ 2 bedroom home provision in accordance with Policy CR6.

↑ Higher provision of family homes in line with policy CR6.

↑ Building from the ground floor and use of the hotel plot enables better response to emerging planning policy.

↑ Increased active frontage

Section 8: Scheme Benefits

8.0 Scheme Benefits









Public Realm

- Reinvigorating the existing public realm to Düsseldorf Way and Queens Walk, enabling a new high quality connection to Minster Quarter.

Active Frontages

- Increased active frontages to Düsseldorf Way and Queens Walk from the extant permission with better natural surveillance of the public areas.

Residential Amenity

- **1,635 sq.m of internal amenity space**; residents lounge, gym, wifi lounge, private dining, etc
- **1,920 sq.m of external amenity space**; balconies, courtyard gardens and roof top terraces.

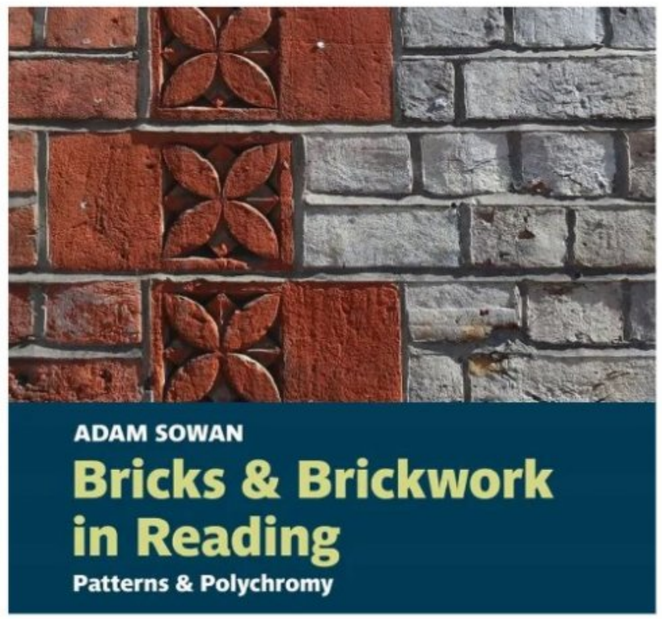
Community

- Creating a new residential community which comprehensively links into the wider Minster Quarter masterplan enabling Reading to better meet increased aspirations targets for its housing need.

8.0 Scheme Benefits









Placemaking

- Facilitating the northern edge of the Minster Quarter master plan with south facing external retail / leisure spaces along Düsseldorf Way.

Local Context

- Creating a positive design response to the local character of the historic environment through more considered public realm and materiality.

High Quality Materials

- Use of higher quality materials which are reflective of the local conservation area and the wider Reading vernacular.

Standards Compliance

- NDSS, M4(2) and M4(3) compliant apartments with implementation of dual staircases with HSE pre application approval of the fire strategy.

8.0 Scheme Benefits









Sustainability

- An energy efficient development that delivers upon the principles set out in the Council's Climate Emergency Strategy and local planning policy.

Health and Well-being

- The creation of a series of spaces that will help residents enjoy health and well-being benefits fostering a stronger sense of community thereby reducing residential churn.

Social Impact

- The creation of a tenure blind residential offer and desire to increase affordable housing in terms of increased percentage offer, unit sizes and mix.

Active Travel Planning

- Cycle Provision in line with planning requirements alongside a Travel Plan promoting sustainable modes of transport.



AHR

ARCHITECTURE
MASTERPLANNING
URBAN DESIGN
INTERIOR DESIGN
LANDSCAPE DESIGN
VISUALISATION
BIM CONSULTANCY
PRINCIPAL DESIGNER
BUILDING CONSULTANCY

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