BROAD ST. MALL
Reading's Original Mall

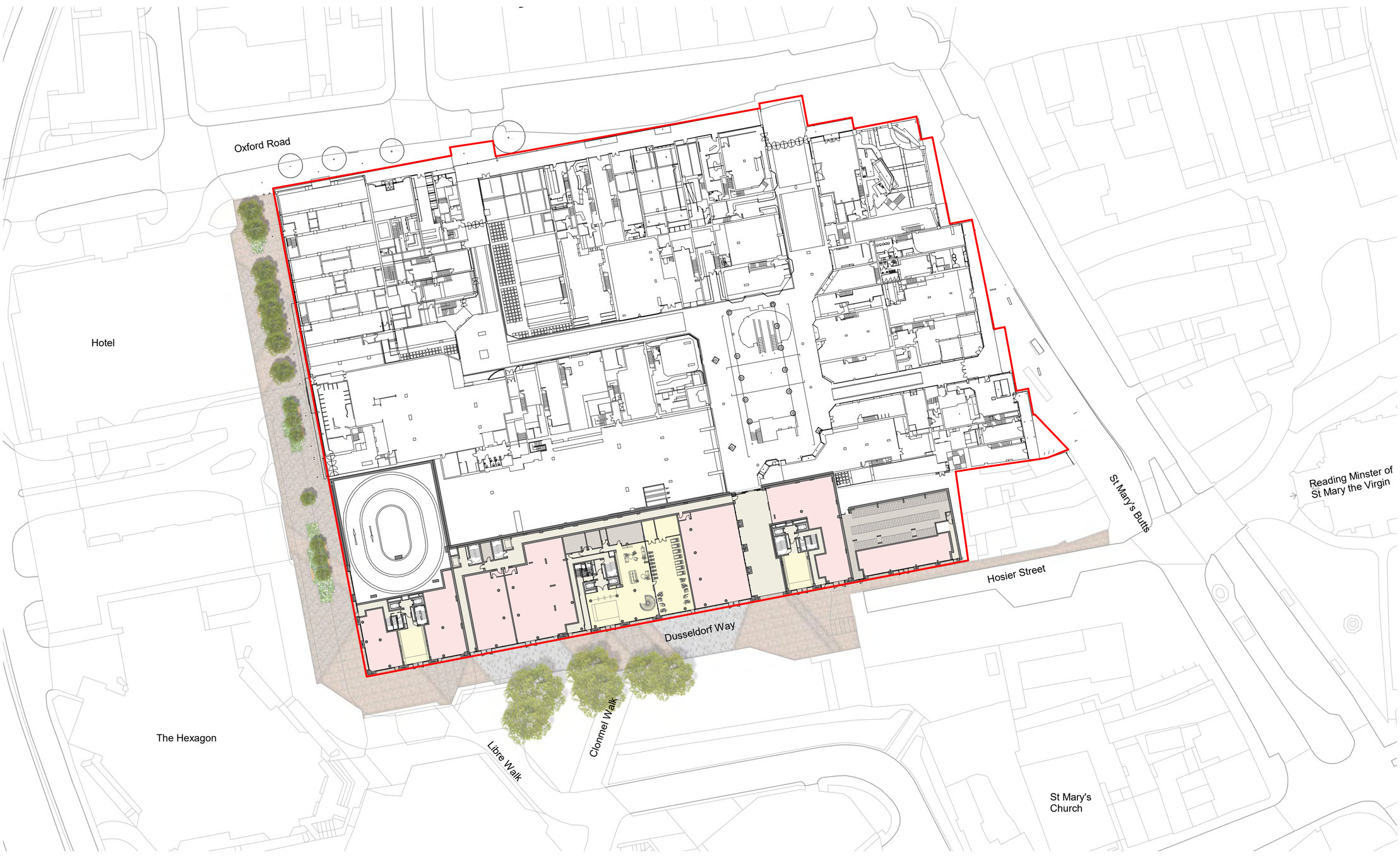
BROAD STREET MALL
REDEVELOPMENT PROPOSALS

WELCOME

Welcome to our public exhibition, which identifies our proposals for the partial redevelopment of the Broad Street Mall in Reading.

It is envisaged that the proposed scheme will deliver a range of retail and leisure uses at ground floor level to improve the customer experience and create a welcoming environment to this area of the shopping centre, above which it is proposed to provide high-quality, mixed-tenure residential accommodation.

The site currently benefits from planning permissions for residential development of a very similar nature, alongside a hotel consent. It has not been possible to implement these developments and the detail within this exhibition and on the project website, www.bsmfuture.co.uk, therefore identifies the reasons for this, alongside what we consider to be improvements associated with the proposed offer.



The following boards provide background to explain the current planning position, the need for change, our current scheme proposals and associated benefits. We are keen for your feedback on this new development, so that we can reflect local aspirations within our plans where appropriate. Please do fill in a comments form or provide your thoughts to feedback@bsmfuture.co.uk or via our website.

Following this exhibition, the intent is that the website will work as a living document, being updated as further information is produced and to identify our response to comments provided from local stakeholders.

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BROAD STREET MALL
REDEVELOPMENT PROPOSALS

BACKGROUND

These proposals follow on from earlier 422 unit residential and 101 bed hotel schemes occupying the same site, which were consented by Reading Borough Council in December 2021 and November 2019 respectively.

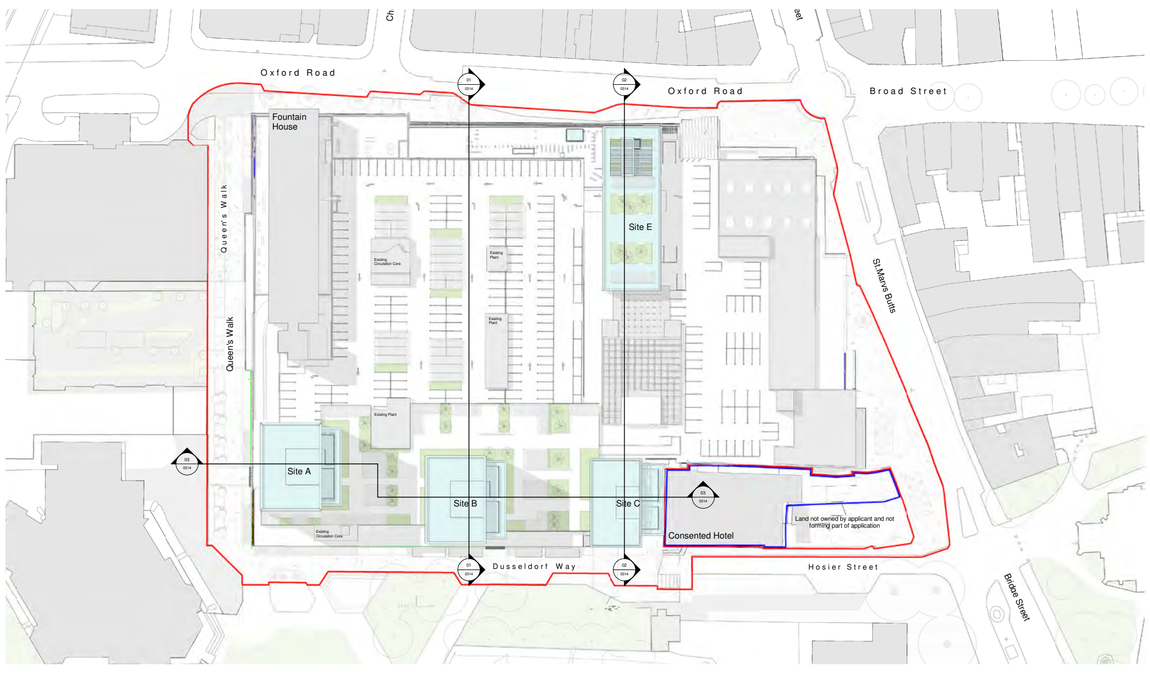
Given time elapsed, the hotel consent has now fallen away. Further to substantial technical due diligence, the residential consent has also been found to be undeliverable.

This new scheme therefore seeks to:

- Resolve matters associated with undeliverability of the previous residential scheme
- Bring forward new build in place of the hotel scheme to ensure an active and rejuvenated frontage to Dusseldorf Way and Hosier Street
- Respond positively to intervening changes in Building Regulations and planning policy/legislation
- Provide additional wider site improvements, including public realm features and removal of new build fronting Oxford Road









The following boards identify key changes to the scheme proposals, before presenting the current proposals, identifying the difference between the new scheme and that previously consented, as well as envisaged benefits associated with our approach.

We are keen to understand your views in relation to our proposals and welcome your feedback, which we intend to incorporate into scheme design, as appropriate, as part of wider technical consultation with Council officers and local representatives.

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BROAD STREET MALL
REDEVELOPMENT PROPOSALS

NEED FOR CHANGE

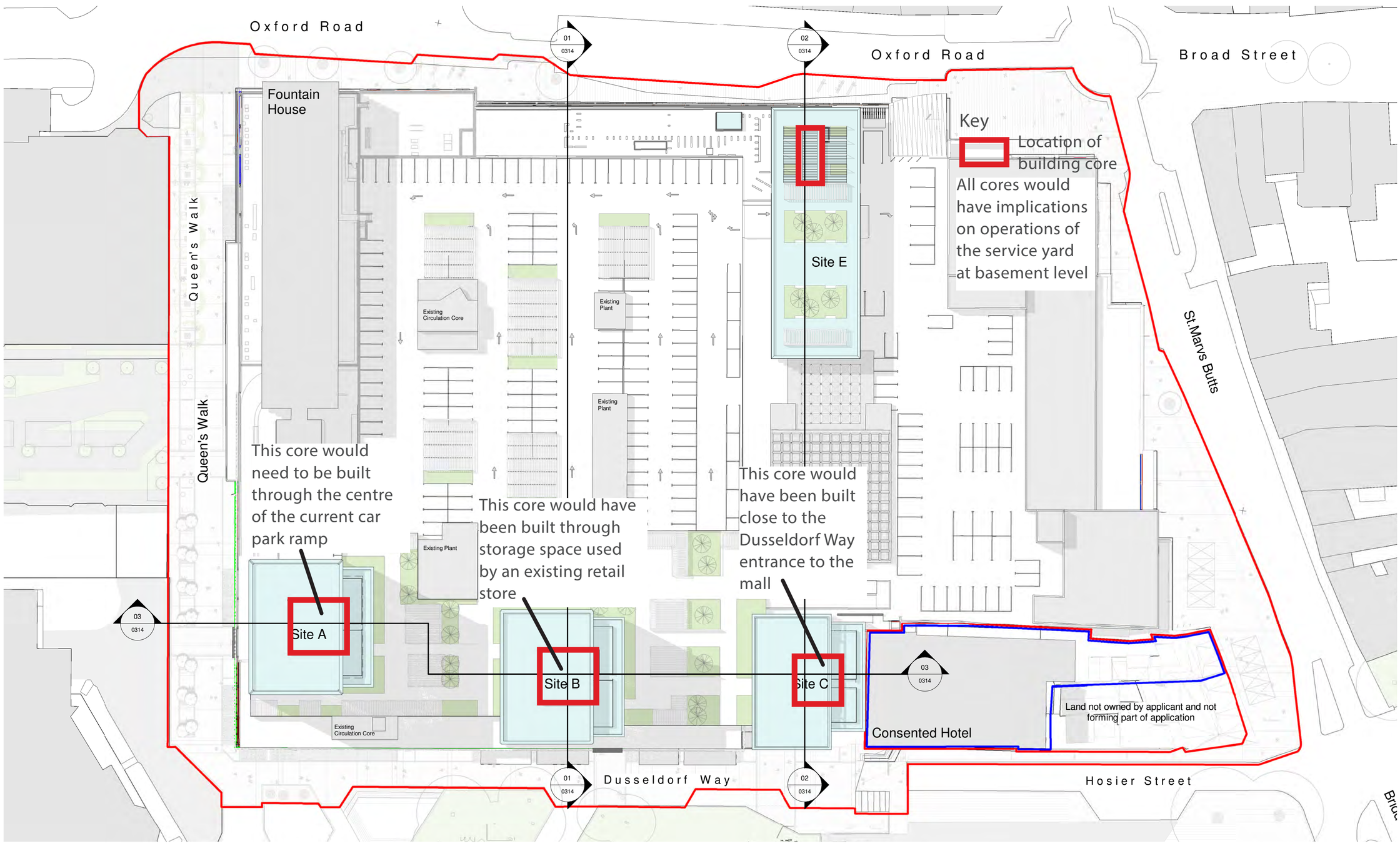
OVERVIEW

The Need for Change

There are a number of inherent flaws with the consented scheme, leading to a number of technical and commercial changes in respect of deliverability. Allied with this, changing planning policy and Building Regulations have necessitated further scheme change. The key changes made to the scheme relate to:

- Deliverability
- Apartment design
- Fire Safety
- Affordable Housing
- Massing
- Amenity
- Layout
- Changes to Planning Policy
- Emerging Minster Quarter proposals

DELIVERABILITY



The consented proposals sought to build new structures on top of the existing shopping centre, which would have required building cores to be thread through parts of the retail areas used by visitors to the Mall as well as through the existing car park ramp, which is also well-used.

The structural solution proposed has been found to have considerable logistical and health and safety implications for the operation of the shopping centre, which has required an alternative approach to be considered and new proposals produced.

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BROAD STREET MALL
REDEVELOPMENT PROPOSALS

NEED FOR CHANGE

BUILDING LAYOUT

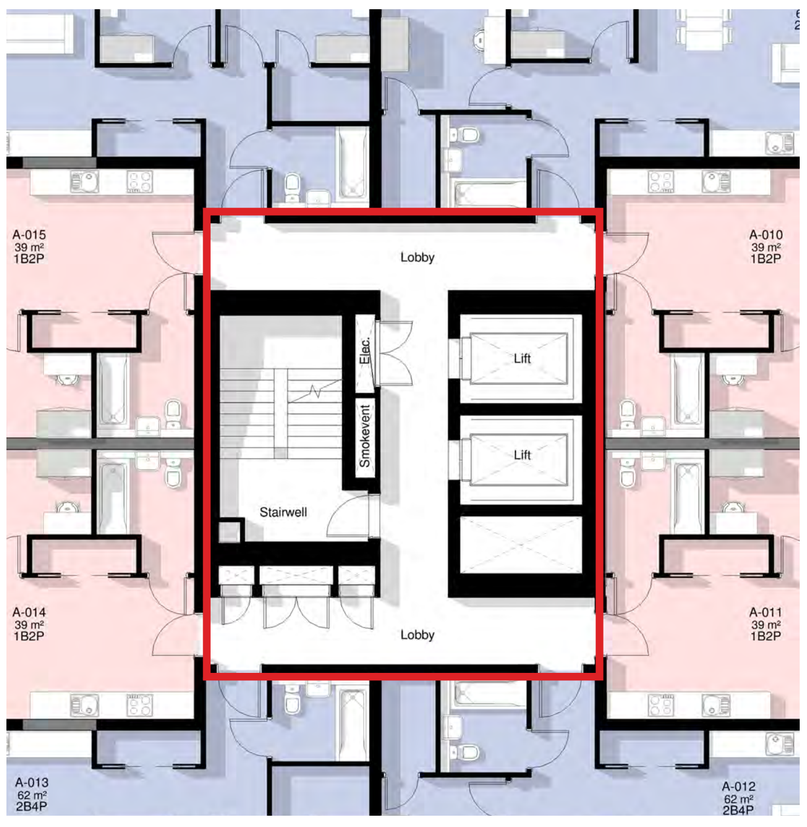
To comply with changes to planning policy, legislation and Building Regulations, the new scheme will need to implement an amended layout, which will help to deliver better-sized apartments, safer access and egress measures and enabled greater lifetime usage by a range of residents. The annotated images below help to identify some of the layout challenges presented by the previous scheme.



Table 1 - Minimum gross internal floor areas and storage (m^2)

Number of bedrooms(b)	Number of bed spaces (persons)	1 storey dwellings	2 storey dwellings	3 storey dwellings	Built-in storage
1b	1p	39 (37) *			1.0
	2p	50	58		1.5
2b	3p	61	70		2.0
	4p	70	79		
3b	4p	74	84	90	2.5
	5p	86	93	99	
	6p	95	102	108	
4b	5p	90	97	103	3.0
	6p	99	106	112	
	7p	108	115	121	
	8p	117	124	130	
5b	6p	103	110	116	3.5
	7p	112	119	125	
	8p	121	128	134	
6b	7p	116	123	129	4.0
	8p	125	132	138	

- Review of the NDSS against proposed apartment sizes identifies that the consented scheme does not meet updated requirements.
- The residential buildings have also been designed with single staircases for means of escape, which no longer comply with Building Regulations
- The consented scheme also does not provide any adaptable 'M4(2)' units for those with impaired mobility



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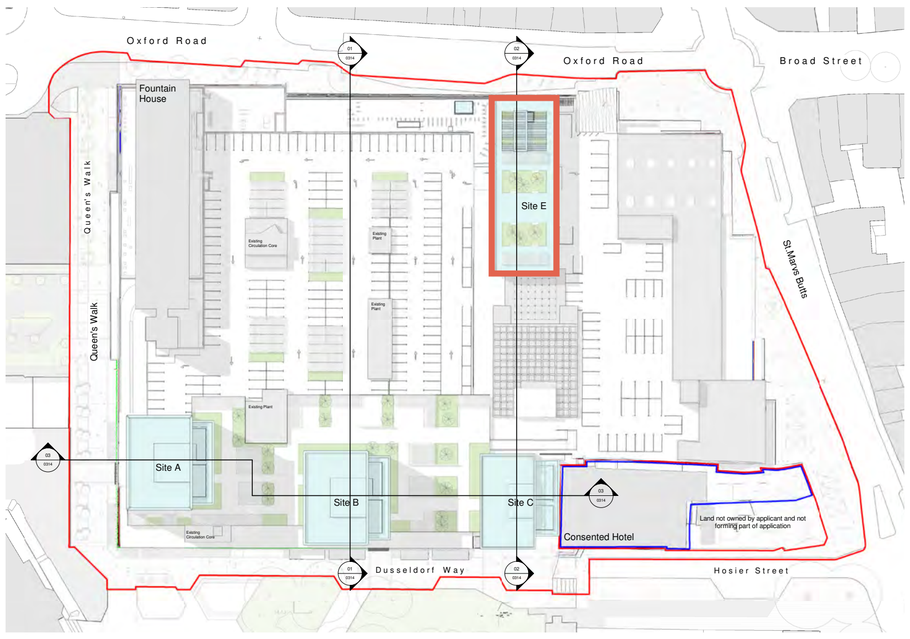
BROAD STREET MALL
REDEVELOPMENT PROPOSALS

NEED FOR CHANGE

BLOCK E REMOVAL

The consented residential scheme sought to provide all of the affordable housing within Block E which sat above the Broad Street Mall entrance fronting onto Oxford Road. The positioning of this block created a number of issues, as set out below:



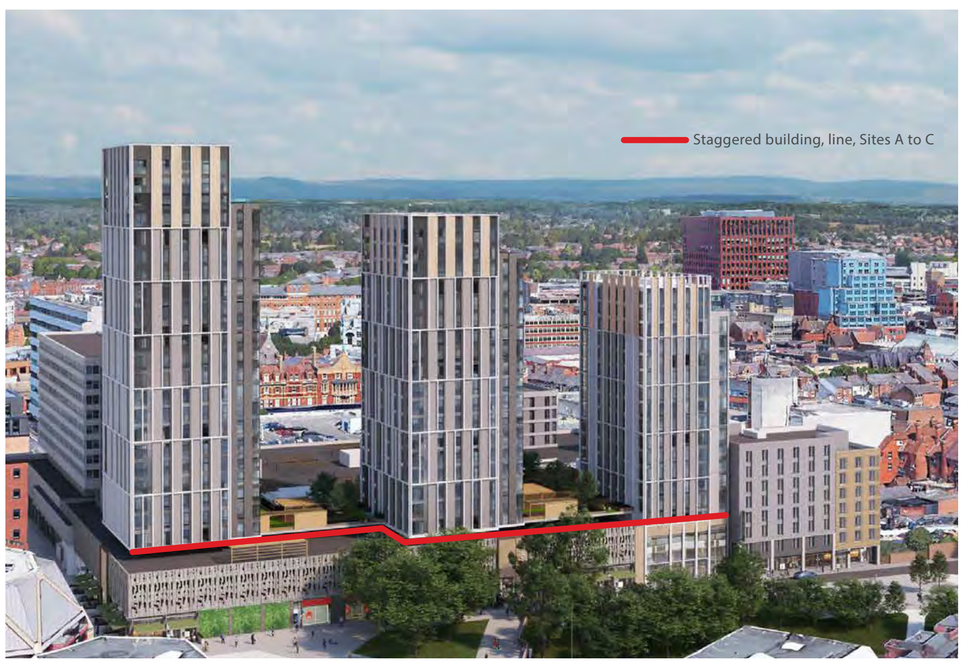


The consented residential scheme sought to provide all of the affordable housing within Block E which sat above the Broad Street Mall entrance fronting onto Oxford Road. The positioning of this block created a number of issues, as set out below:

MASSING

The provision of structures at roof level means that design decisions were made to align massing with spaces available for cores. Consequently, Site A was set back to enable the core to be placed inside of the car park ramp, creating a staggered frontage that differs from that envisaged in planning policy. Landing the blocks at roof, rather than ground level, also created disadvantage in terms of the residential blocks better addressing streets below.





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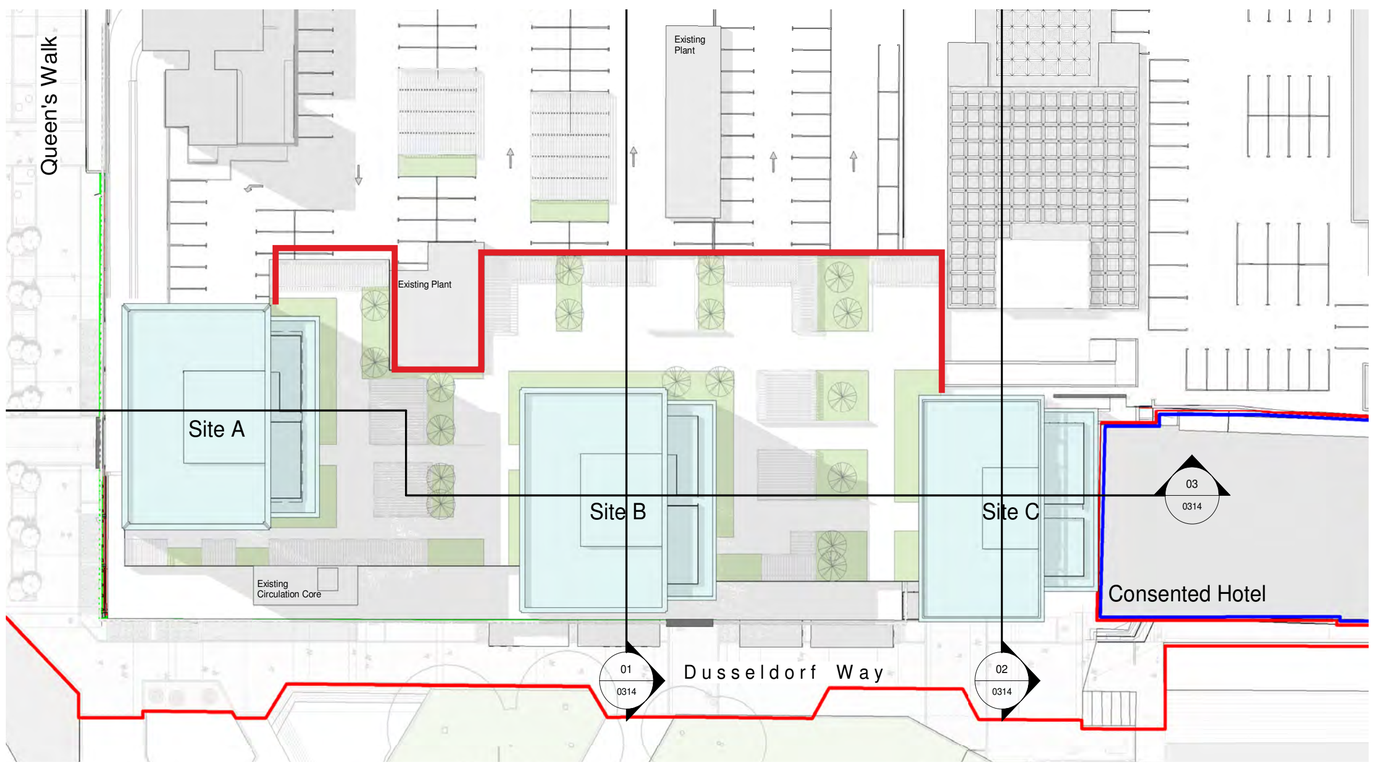
BROAD STREET MALL
REDEVELOPMENT PROPOSALS

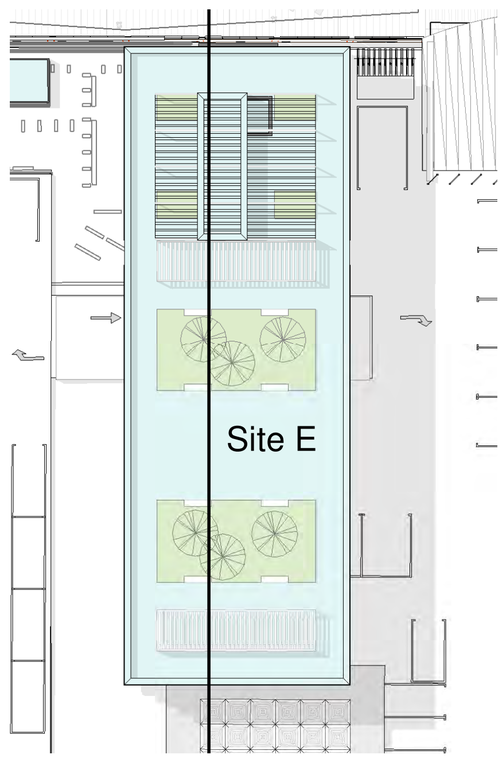
NEED FOR CHANGE

AMENITY

The consented residential scheme was developed to sit on top of the current shopping centre. Given that the proposals also sought to retain rooftop car parking for the Mall, the amenity spaces for the residential accommodation offered minimal separation from adjacent car-borne impact.

It is considered that the amenity spaces associated with the consented residential scheme were unsuccessful on a number of grounds:







- Majority of amenity space provided at the same level as rooftop car parking, giving rise to impact from car-borne noise and fumes
- Amenity space retrofitted onto an existing rooftop area. Proposed areas lacking in vision and cohesion with the residential blocks being served
- Amenity space significantly separated from street level, reducing potential for greater interaction and surveillance with the surrounding area

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BROAD STREET MALL
REDEVELOPMENT PROPOSALS

NEED FOR CHANGE

PLANNING POLICY

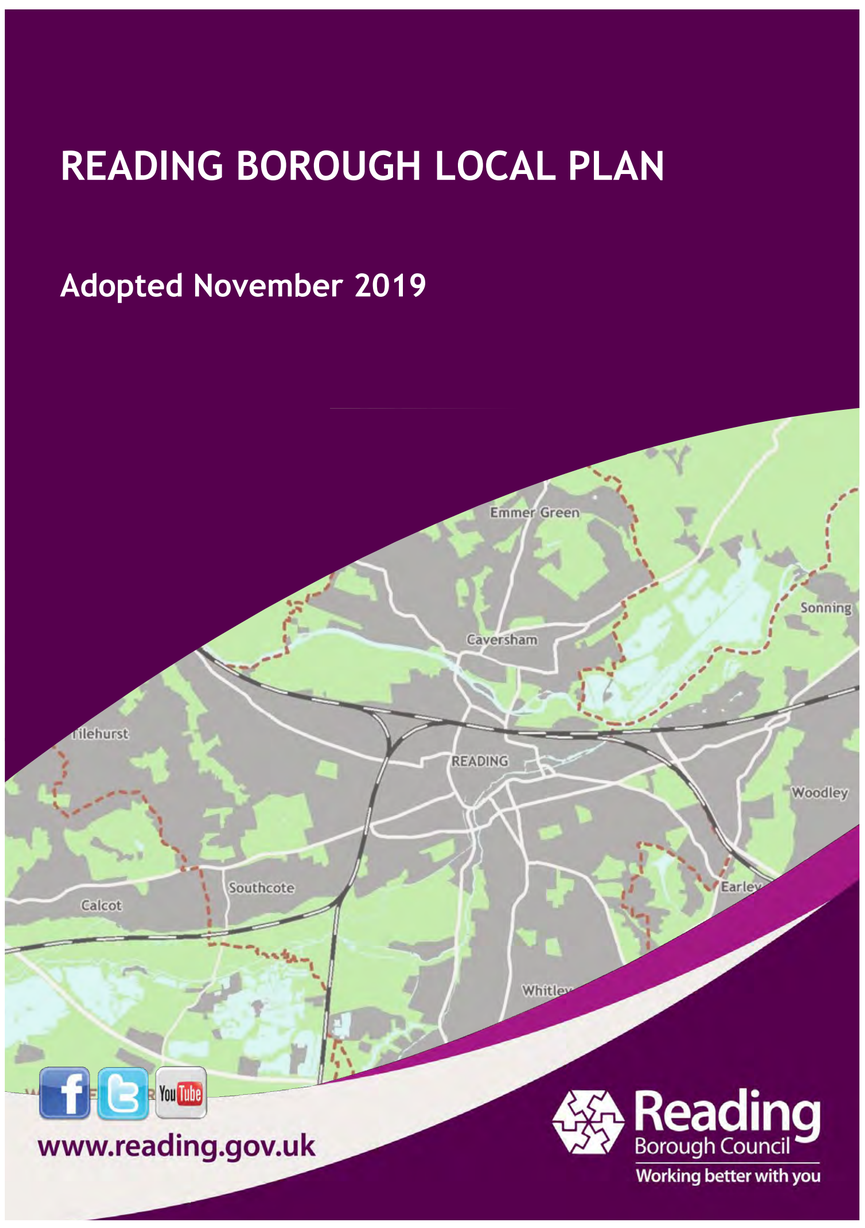
Reading Borough Council is undertaking a partial update of its Local Plan. A review of the current Local Plan takes into account changes such as national policy changes.

The Government imposed a 35% uplift on housing numbers on twenty urban authorities in 2021, including Reading.

The Council has calculated that 883 new homes are needed per year to meet government targets against 699 homes per year in the Local Plan.

To deliver these new homes, the Council recently undertook a 'Call for Sites' to consider new sites for housing, with this also identifying opportunities for better use of existing sites and permissions.

As a brownfield, sustainable site, the new proposals can better deliver on the Council's aspirations.





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REDEVELOPMENT PROPOSALS

NEED FOR CHANGE

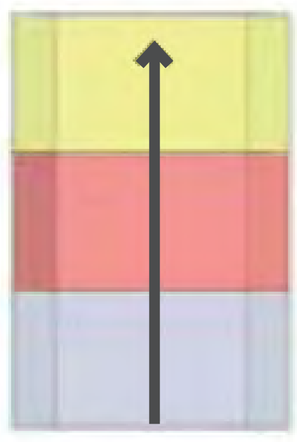
MINISTER QUARTER

Whilst the consented proposals were brought forward at a similar time to the Minster Quarter Outline Area Development Framework (MQOADF), there was no certainty as to the timeframe for this adjacent area coming forward.

In Autumn 2022, the Council commenced a tender process to identify a Development Partner to progress this project, which comprises land to the south of Broad Street Mall, to the west of the Hexagon and to the north of the Magistrates Court and Police Station. It is expected that a Development Partner will be announced towards the end of this year.



Height Classification Zones



Tier 3. Landmark (Tall Buildings Policy) Zone
Height Level beyond 12 storeys, providing in turn a wider 'landmark function' through height evaluation

Tier 2. Taller Buildings & Roofscape Zone
Taller (local) elements of roofscape; up to 12 storeys (Local Authority's classification of a Tall Building)

Tier 1. General Built Form Zone
Median Height of Built Form in relation to local context



As part of the tender process, the Council has identified three Strategic Objectives; delivery of Affordable Housing; provision of high-quality public realm and implementation of zero-carbon development which form a context for the Council's ambitions not only for the area, but development within the Borough.

Alongside the Strategic Objectives are Key Development Principles relating to culture, leisure, masterplanning, asset management and connectivity that form the wider planning framework within which Broad Street Mall is expected to play its part.

Accordingly, as part of the emerging proposals, significant consideration has been given to interlinkages with the MQOADF, particularly in relation to public realm and how the wider development framework can be brought forward in a co-ordinated manner.

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BROAD ST. MALL
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BROAD STREET MALL
REDEVELOPMENT PROPOSALS

CURRENT PROPOSALS

OVERVIEW

We are proud of the significant work we have put into this project to date and we look forward to receiving your comments on our proposals.

In general, our response to the Need for Change can be defined as follows:

- Deliverability – our proposals will partly demolish the existing shopping centre to allow the structures to be build from the basement level upwards. We are also providing a new car park ramp
- Apartment design – All apartments now meet Nationally Described Space Standards (NDSS) and all are designed to be wheelchair adaptable (M4(2)) or wheelchair accessible (M4(3)).
- Use of traditional materials provides for a higher-quality architectural response to the surrounding area
- Fire Safety – All residential blocks feature dual stair cores as a means of access and escape
- Affordable Housing – the proposals are 'tenure-blind' and seek to provide greater quantum in larger sized units and a more appropriate mix
- Massing and Layout – By building from basement level upwards, the towers can be located as envisaged by planning policy and better address street level. The removal of Block E reduces impact on Oxford Road
- Amenity – providing a range of internal and external amenity spaces throughout the development allows a better user experience and greater interaction/ surveillance with Dusseldorf Way
- Planning Policy – more efficient use of the site allows more housing to come forward without corresponding impact on surroundings
- Emerging Minster Quarter proposals – the development has been designed to integrate with the emerging proposals for land to the south, allowing the wider site to come forward and rejuvenate this area of the Town Centre



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BROAD STREET MALL
REDEVELOPMENT PROPOSALS

PUBLIC REALM

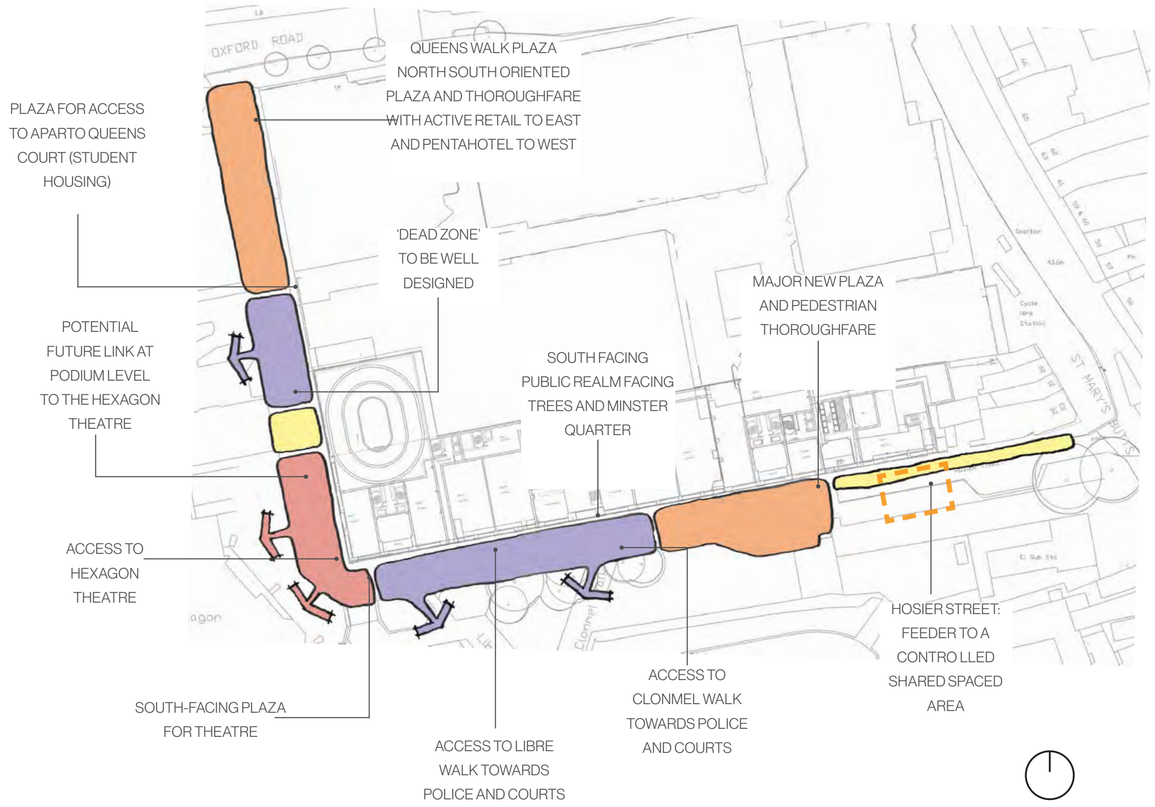
We have sought to provide a public realm and landscape strategy that retains existing key features, particularly trees, integrates with surrounding streets and the emerging Minster Quarter area and which responds appropriately to the local vernacular and historic/cultural links.

Character Areas



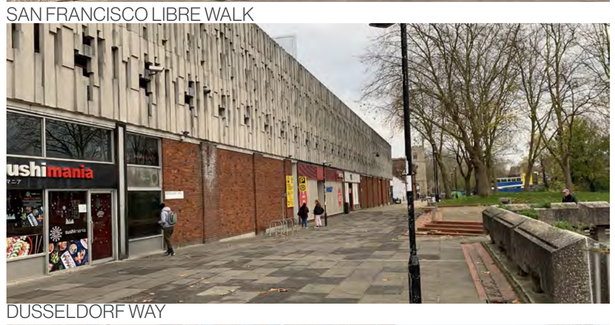




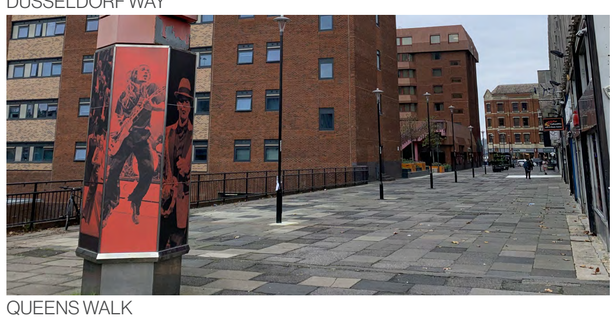


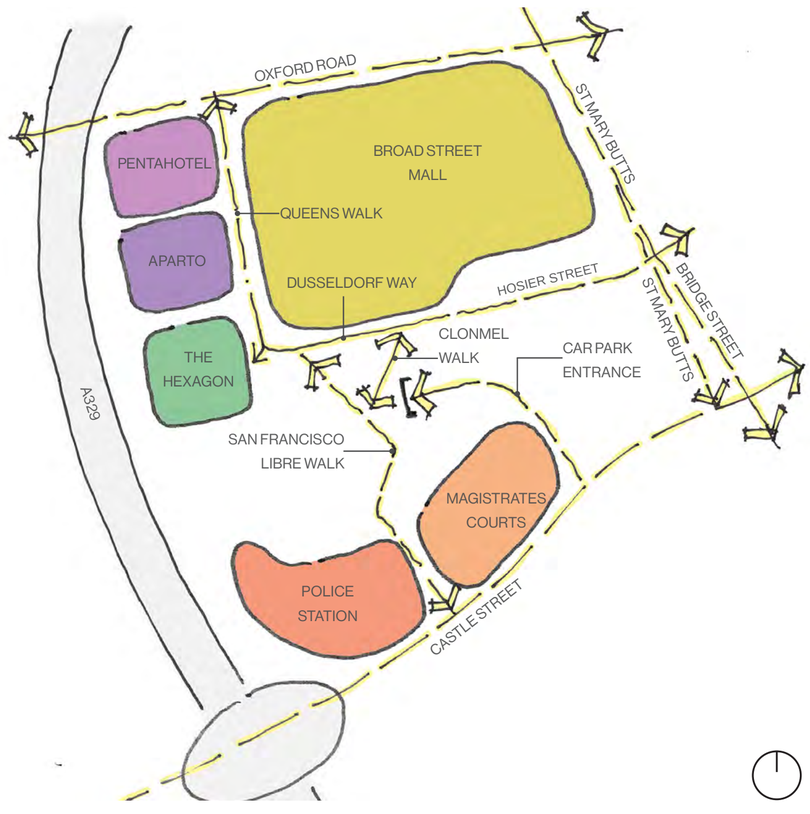
Site Context


SAN FRANCISCO LIBRE WALK



DUSSELDORF WAY


QUEENS WALK



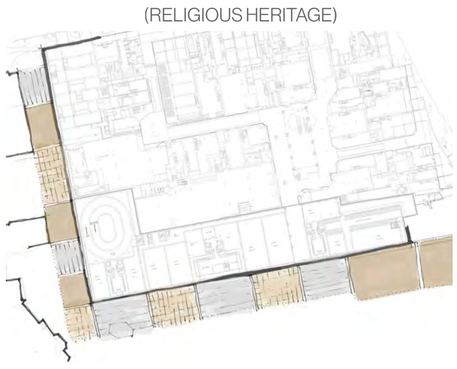
BROAD ST. MALL
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BROAD STREET MALL
REDEVELOPMENT PROPOSALS

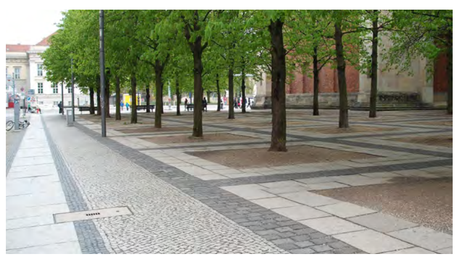
PUBLIC REALM

Concept Development

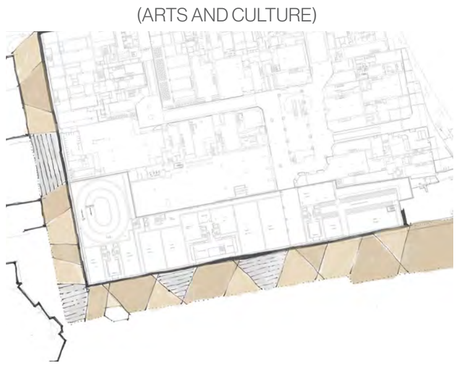
READING MINSTER
(RELIGIOUS HERITAGE)







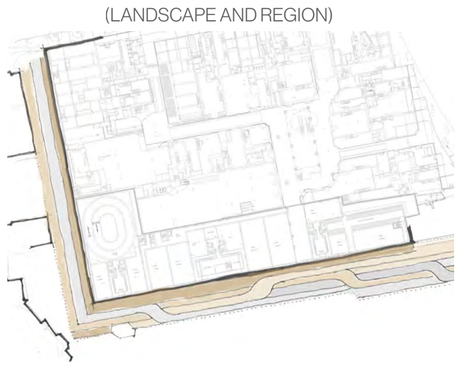
HEXAGON THEATRE
(ARTS AND CULTURE)







RIVER KENNET
(LANDSCAPE AND REGION)







Indicative Proposals

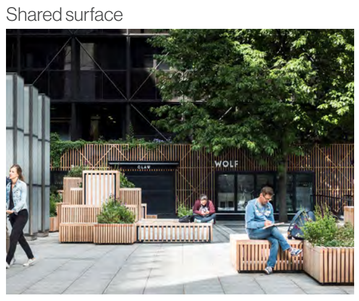




Integrated furnishings within soft landscape



Shared surface



Modular seating

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REDEVELOPMENT PROPOSALS

PUBLIC REALM

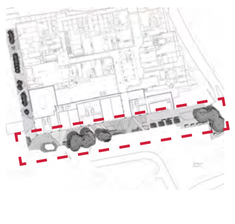
Dusseldorf Way Proposals





Intensified areas of paving to delineate spaces to dwell

Location Plan



Legend

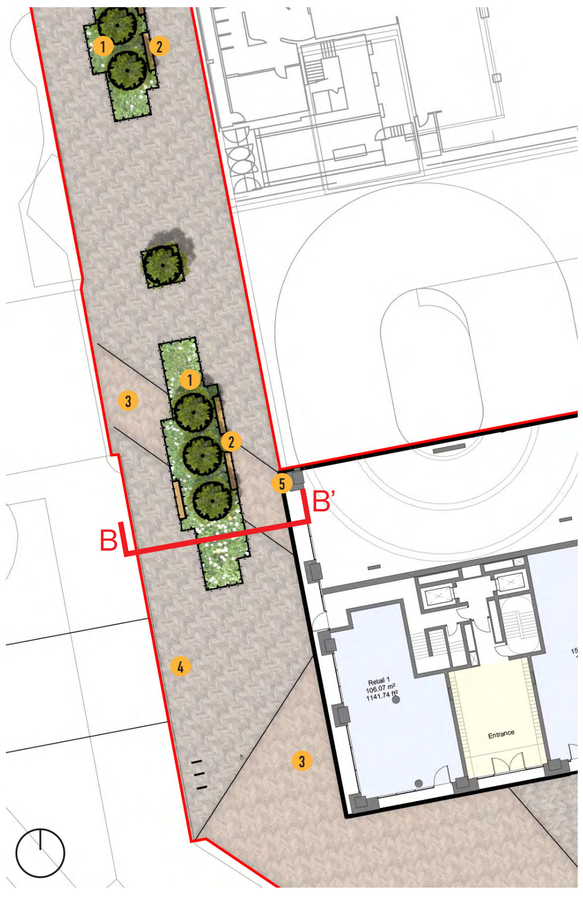
1. Existing trees to be retained
2. Wall mounted timber seating
3. Intensified Paving
4. Spillout Space
5. Ramped Access
6. South-Facing Plaza
7. Cycle Stands

Retail

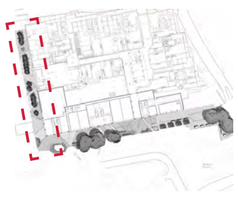
Residential



Queens Walk Proposals



Location Plan

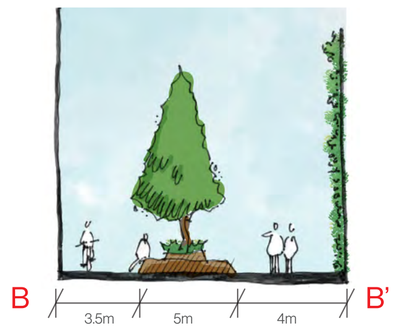


Legend

1. Proposed tree planting in raised planters
2. Integrated timber seating
3. Paving bands
4. Consideration of Hex Box entrance
5. Potential living wall

Retail

Residential





Modular planters and seating

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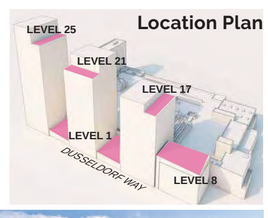
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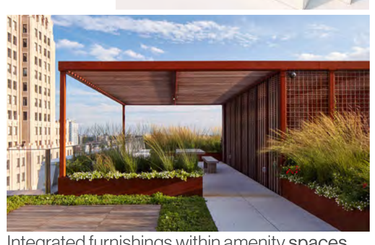
BROAD STREET MALL
REDEVELOPMENT PROPOSALS

PUBLIC REALM

Private Amenity







Integrated furnishings within amenity spaces

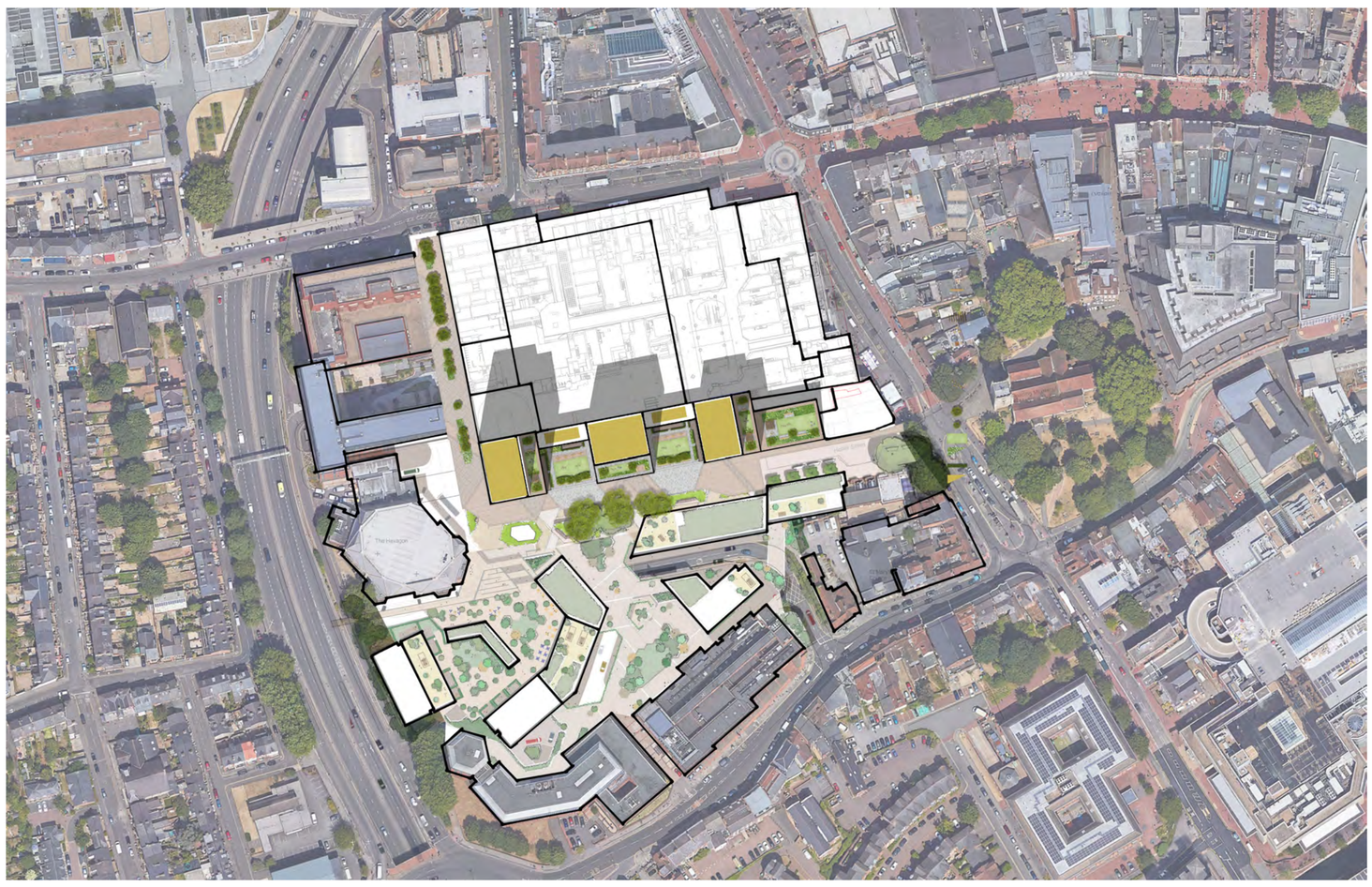


Useable Lawn space



All round year planting

Proposals in context of emerging Minster Quarter Masterplan



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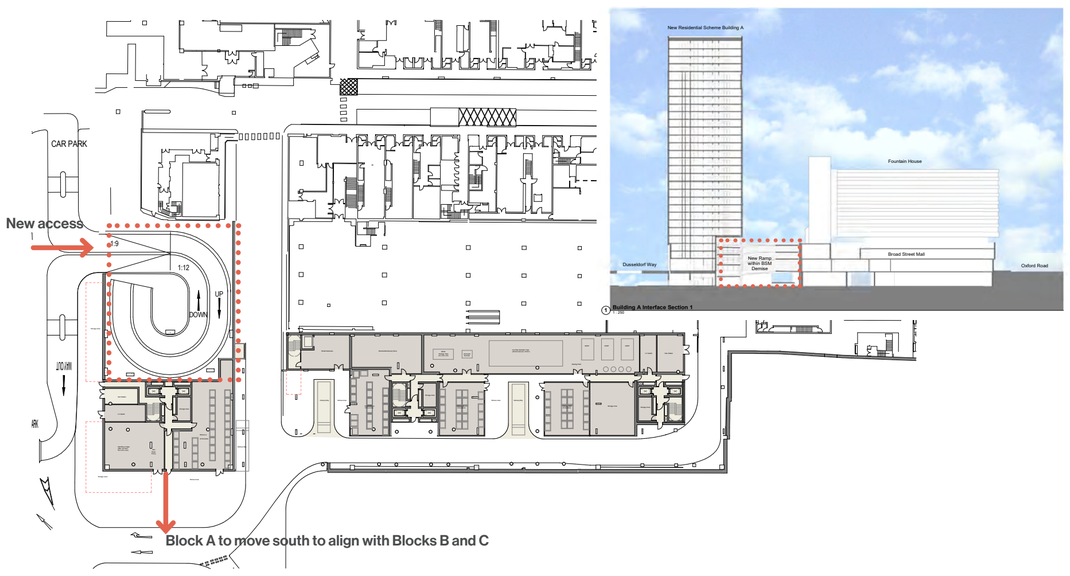
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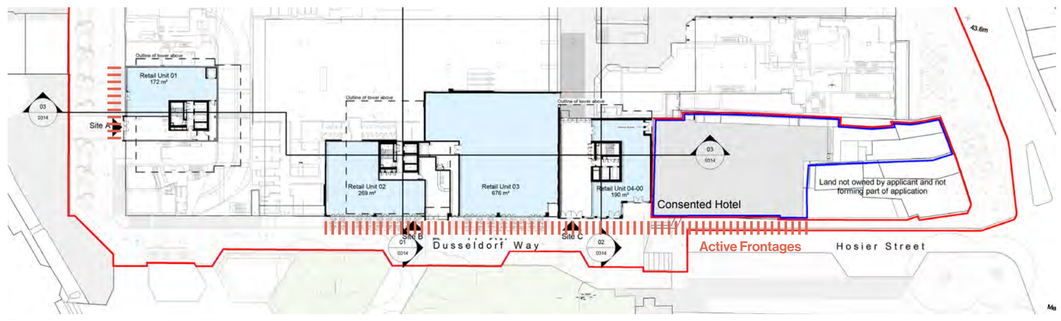
CURRENT PROPOSALS
PLACEMAKING

By undertaking a comprehensive review of the consented schemes, we have been able to design out issues and better respond to policy and planning requirements. In particular, through moving Block A forward we are able to provide an improved arrival experience for shoppers arriving by car, align the residential buildings along Dusseldorf Way create more meaningful active frontages along Queens Walk and Dusseldorf Way, which are further enhanced through improved public realm .

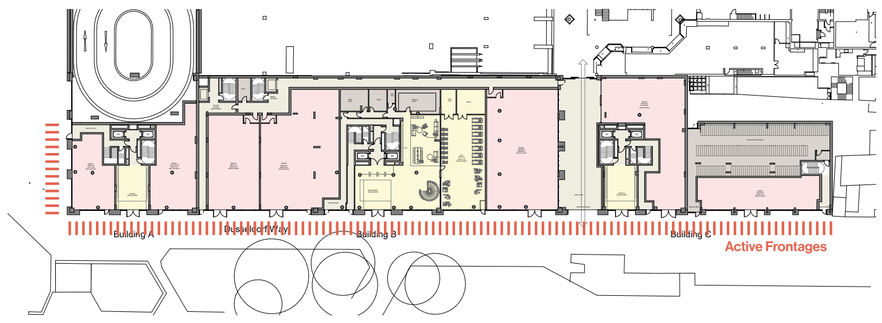
Changes at basement level to accommodate a new car parking ramp



Increased Active Frontage



Extant Planning Permission Ground Floor Layout with active frontages indicated



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

Active Frontage on Dusseldorf Way



Active Frontage on Queens Walk



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BROAD STREET MALL
REDEVELOPMENT PROPOSALS

CURRENT PROPOSALS
PLACEMAKING



Image of Dusseldorf Way Frontage



Proposed Green Wall on Queens Walk





Proposed New Entrance to Broad Street Mall from Dusseldorf Way



Existing view of the entrance to Broad Street Mall

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AHR

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Stantec

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BROAD ST. MALL
Reading's Original Mall

BROAD STREET MALL
REDEVELOPMENT PROPOSALS

CURRENT PROPOSALS
RESIDENTIAL AMENITY

To add to the interesting variety of spaces provided within the public realm , the scheme proposals have sought to deliver a series of internal and external spaces for use by private residents.

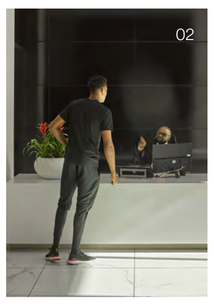


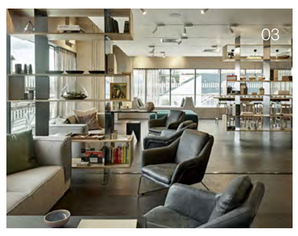
Image of Proposed Private Courtyards



Rooftop Terraces

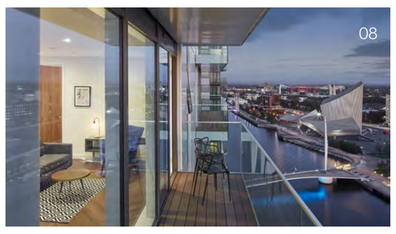






















01 Social events
02 Lightbox concierge
03 The Slate Yard residents lounge
04 The Slate Yard residents gym
05 Dining space
06 The Slate Yard coworking space
07 Bauhaus roofgarden
08 Lightbox balcony
09 Cycle storage
10 Pet friendly
11 The Kell roofgarden

Indication of proposed internal and external amenity spaces for residents



Private courtyards

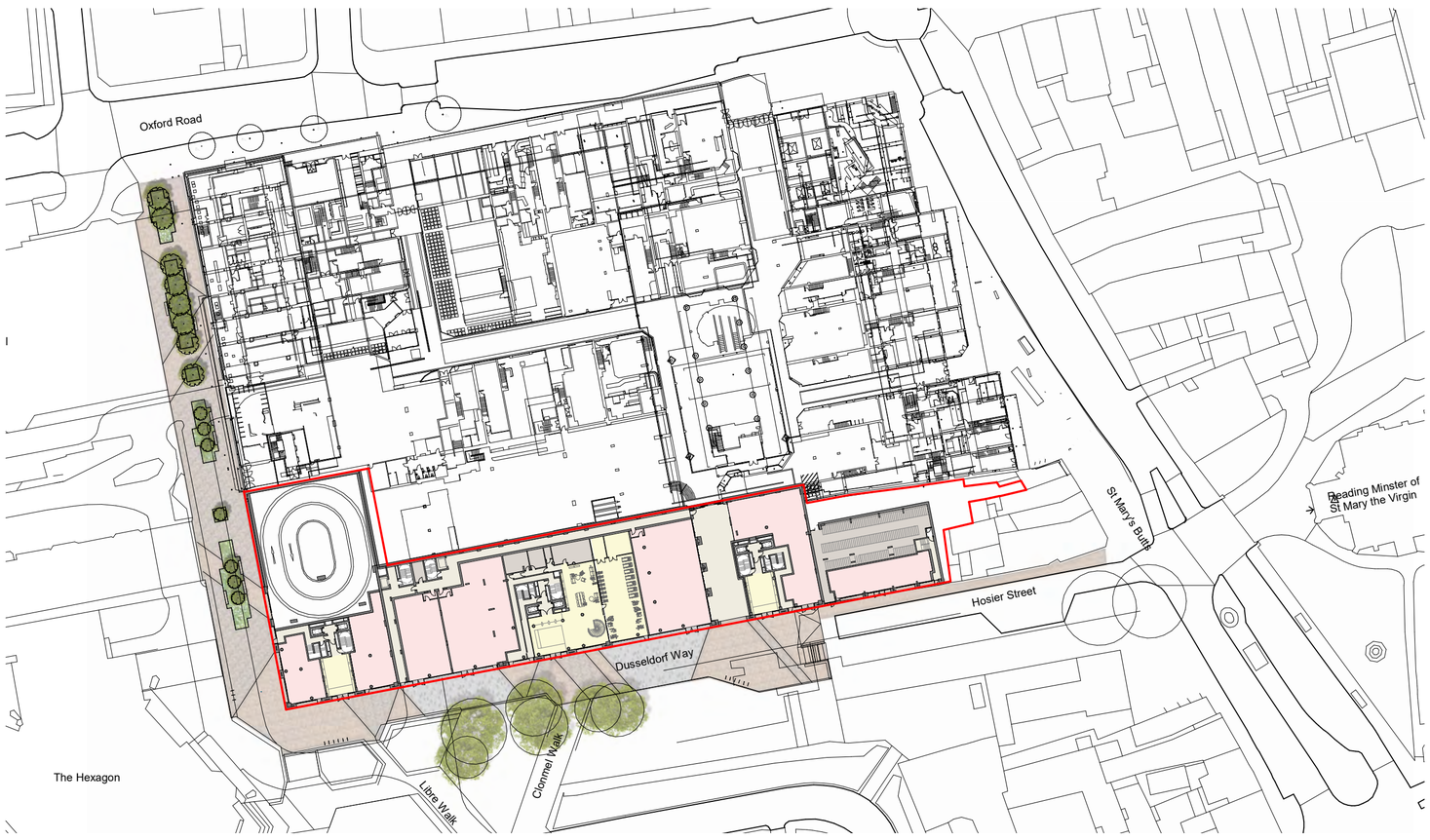
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BROAD ST. MALL
Reading's Original Mall

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REDEVELOPMENT PROPOSALS

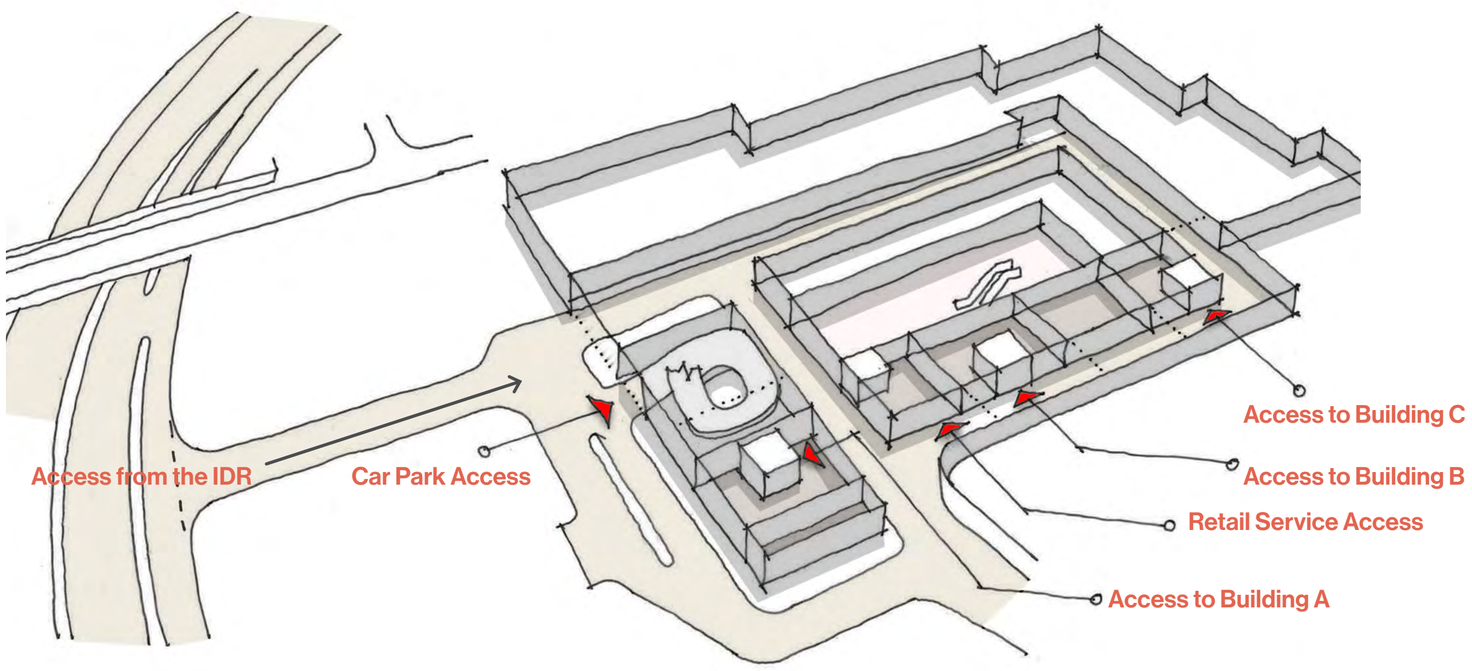
CURRENT PROPOSALS
SITE AND FLOOR PLANS

The following images identify the proposals for the site, building up from basement level to show implications for servicing and access to the shopping centre, before displaying more public-facing plans from the ground floor up. Later pages provide images to show how buildings are intended to look.



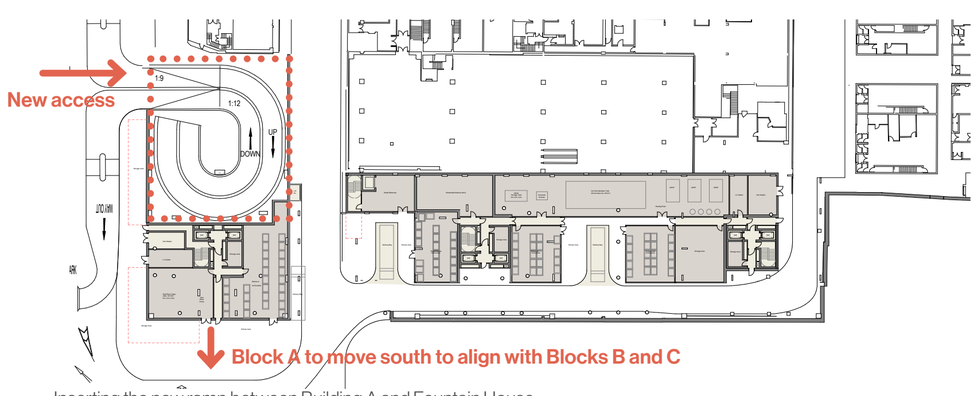
Proposed Site Plan

- The new proposal seeks to demolish the front section of the Mall and Car Park structure to allow a **clean development platform** to be created.
- McLaren Living and AEW are working closely to ensure the **Shopping Centre remains fully operational** and a key retail destination within Reading town centre.
- The proposed demolition line has been **co-ordinated with the needs and requirements of the existing retail tenants** in the Mall.

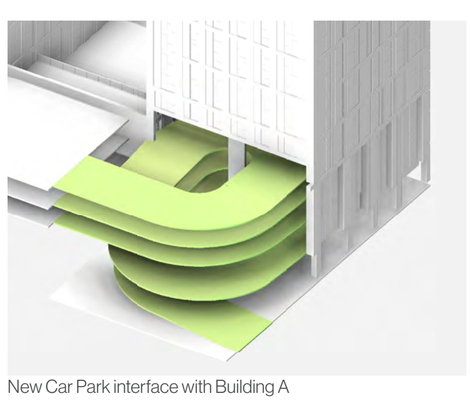


Proposed Basement

- The removal of the front section of the Mall allows the new scheme to interface with the existing shopping centre **maintaining the servicing requirements of the existing tenants**.
- The main vehicular entrance is at basement level from the IDR.
- The car park will be accessed from a **new two way spiral ramp which is designed to integrate with the structure of Building A**.
- This new car park ramp will provide an **enhanced customer experience** with it being designed to the **latest best practice guidelines for car parks**.



Inserting the new ramp between Building A and Fountain House



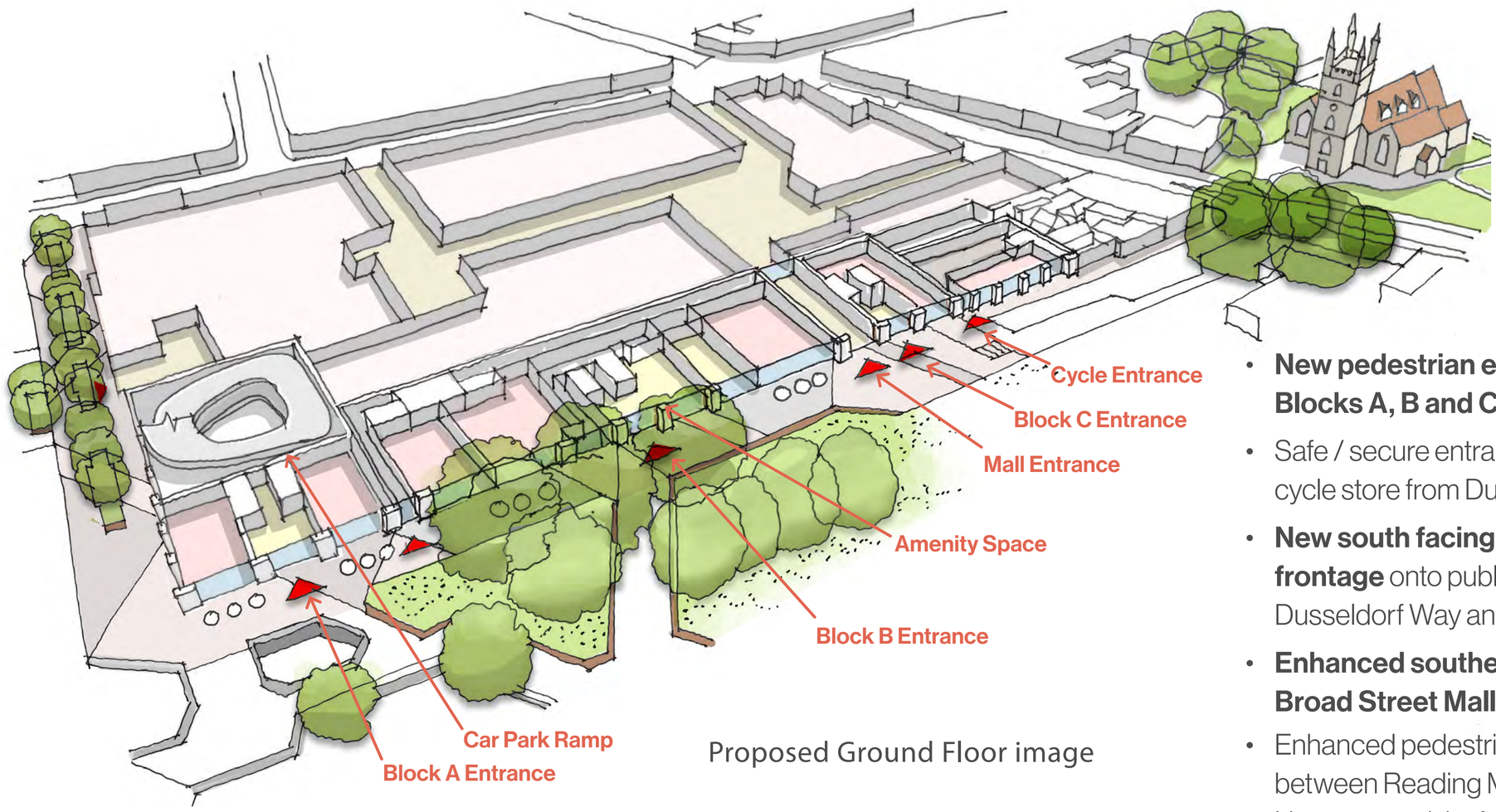
New Car Park interface with Building A

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Reading's Original Mall

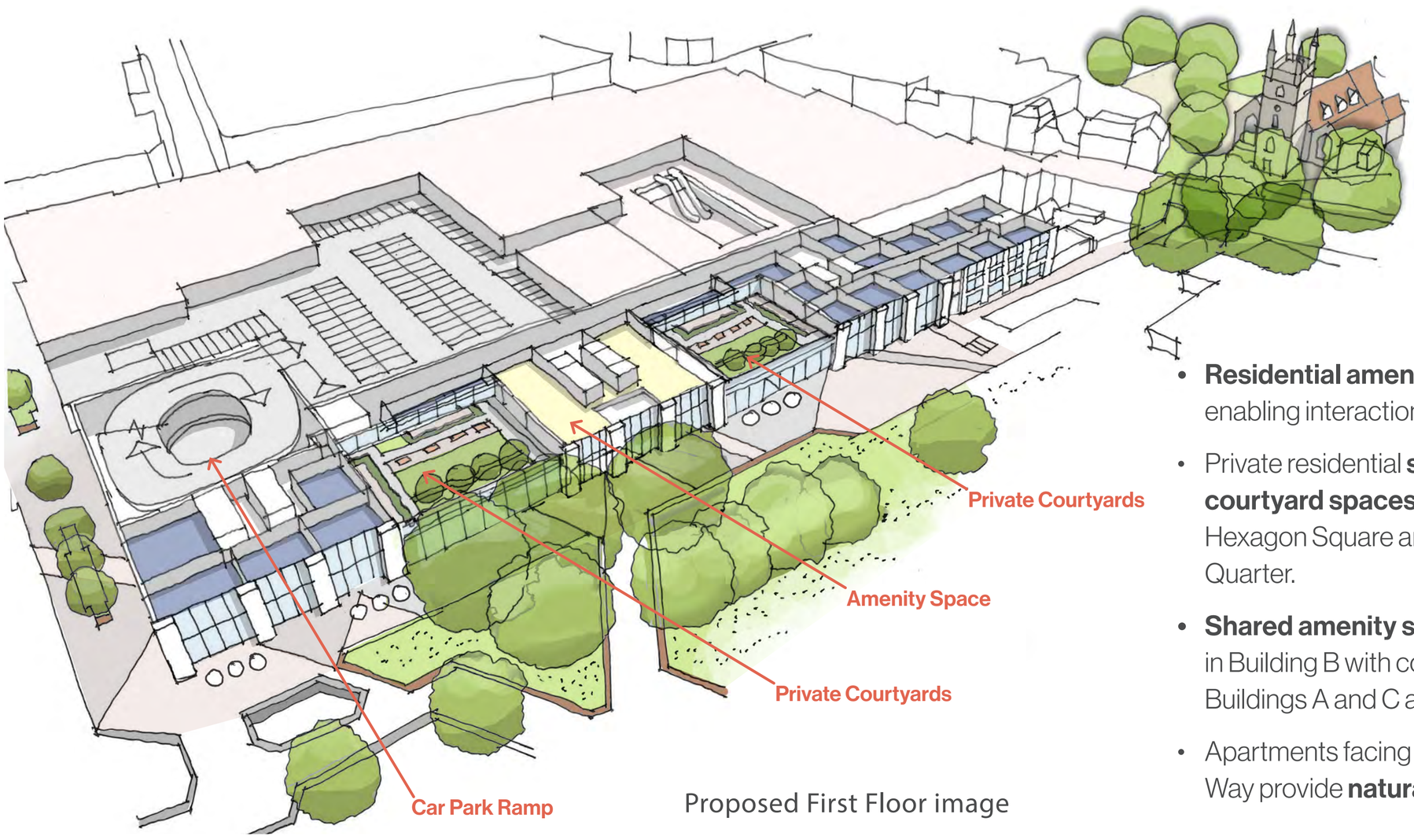
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CURRENT PROPOSALS
SITE AND FLOORPLANS



Proposed Ground Floor image

- **New pedestrian entrances to Blocks A, B and C**
- Safe / secure entrance to residents cycle store from Dusseldorf Way
- **New south facing Retail / Leisure frontage** onto public realm along Dusseldorf Way and Queens Walk
- **Enhanced southern entrance to Broad Street Mall.**
- Enhanced pedestrian connection between Reading Minster, the Hexagon and the Minster Quarter.



Proposed First Floor image

- **Residential amenity** space at level 1 enabling interaction with street level.
- Private residential **south facing courtyard spaces** overlooking Hexagon Square and the Minster Quarter.
- **Shared amenity spaces** located in Building B with connections to Buildings A and C at courtyard level.
- Apartments facing onto Dusseldorf Way provide **natural surveillance**.

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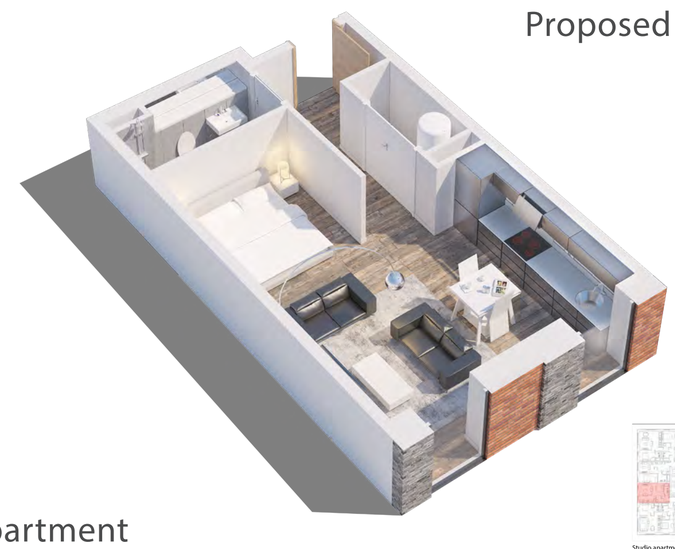
CURRENT PROPOSALS
SITE AND FLOORPLANS



Proposed Upper Levels image

- The upper levels have been designed to incorporate the **latest thinking in terms of Fire Safety**.
- The apartments have been designed to comply with the **National Design Space Standards (NDSS)**.
- Policy compliant **M4(2) and M4(3)** apartments are proposed throughout the development.

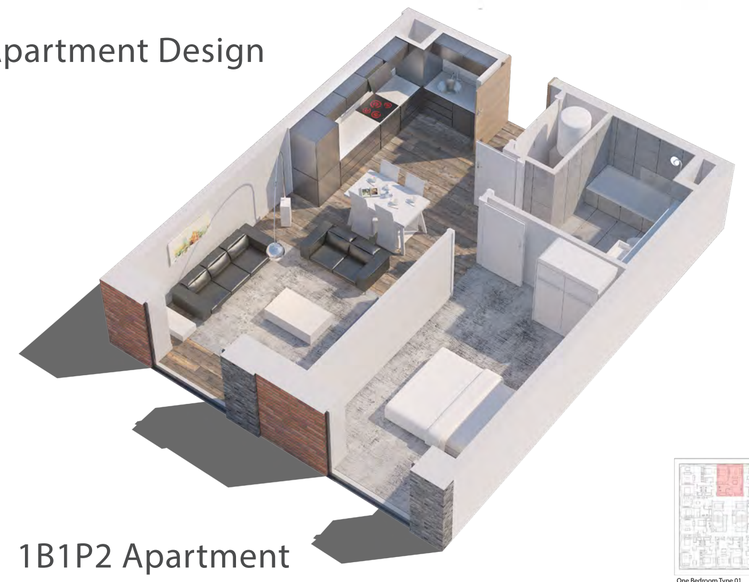
Proposed Upper Levels - Apartment Design



1B1P Apartment



Studio apartment



1B1P2 Apartment

One Bedroom Type 01



1B2P Apartment

One Bedroom Type 02



2B4P2 Apartment

Two Bedroom Apartment Type 01

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IMAGES





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REDEVELOPMENT PROPOSALS

BENEFITS



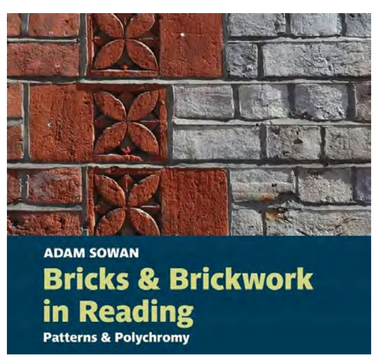






















Public Realm

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

Active Frontages

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

Residential Amenity

- **1,370 sq.m of internal amenity space**; residents lounge, gym, wifi lounge, private dining, cinema, etc
- **1,900 sq.m of external amenity space**; 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.

Placemaking

- Facilitating the northern edge of the Minster Quarter masterplan with south facing external retail / leisure spaces along Dusseldorf 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 high 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.

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 Wellbeing

- The creation of a series of spaces that will help residents enjoy health and wellbeing 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.

Cycle Provision

- Cycle Provision in line with planning requirements promoting sustainable modes of transport.

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SCHEMES COMPARISONS

Extant Permission		Proposed Scheme		Benefits
201 1 Bed	47.6% Mix	271 1 Bed	45.0% Mix	↓ Lower number of 1 bed units in line with policy CR6.
199 2 Bed	47.1% Mix	290 2 Bed	48.2% Mix	↑ Larger sized 2 bed units provided meet NDSS.
22 3 Bed	5.2% Mix	40 3 Bed	6.6% Mix	↑ More family accommodation in line with policy CR6.
422 **Total homes**		601 **Total homes**		↑ Building from the ground floor and use of the hotel plot enables better response to emerging planning policy.
1,501 m² **Commercial Area**		1,501 m² **Commercial Area**		→ Non residential area maintained.



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FEEDBACK

Please tell us your views on the emerging development proposals by:

- Completing the feedback back form at this exhibition
- Completing the feedback form on our project website www.bsmfuture.co.uk
- Writing to us at feedback@bsmfuture.co.uk

We intend to keep locals informed regarding our proposals prior to submission, either via newsletter or further exhibition.

Once the planning application is submitted to Reading Borough Council you will also be able to submit formal comments to the Council directly. These comments will be considered by the Council when they determine the planning application.

AEW and McLaren Living are keen to hear your views on the emerging development proposals so you can help shape the final proposals.







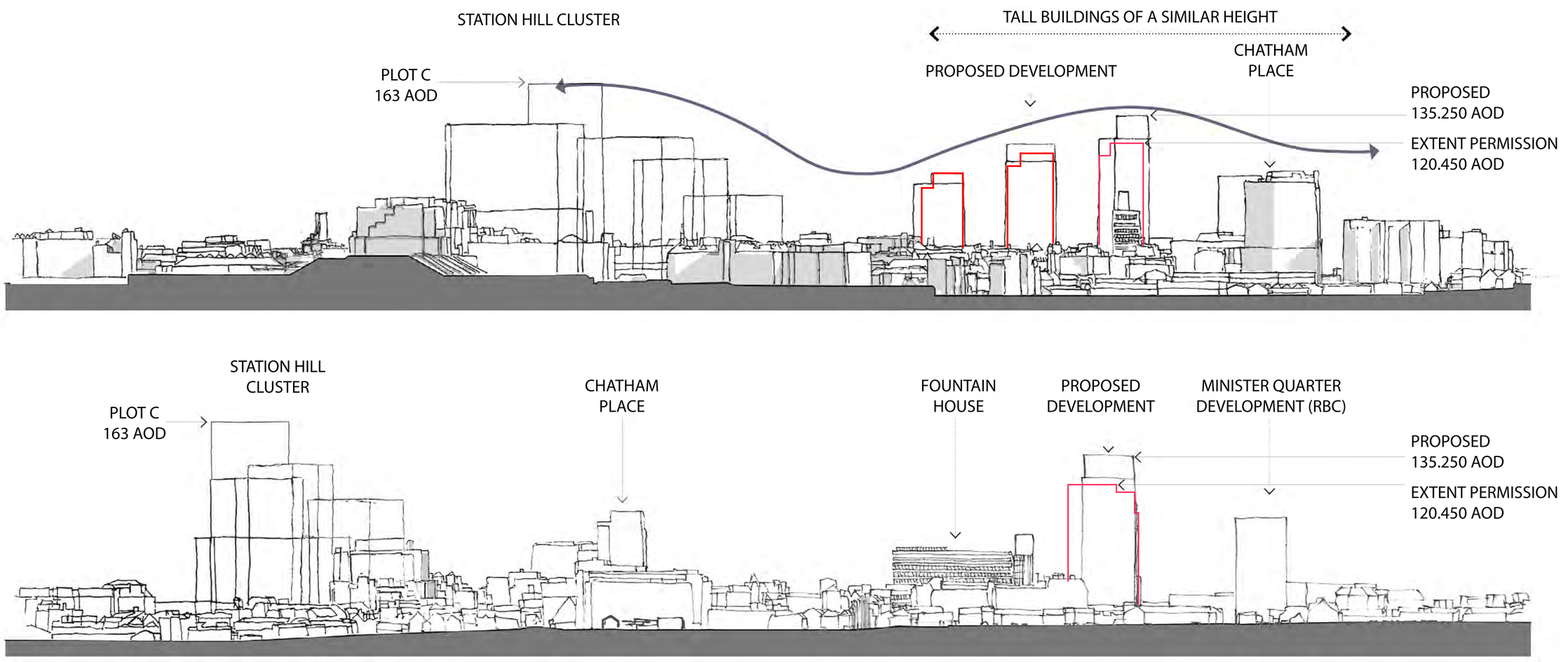
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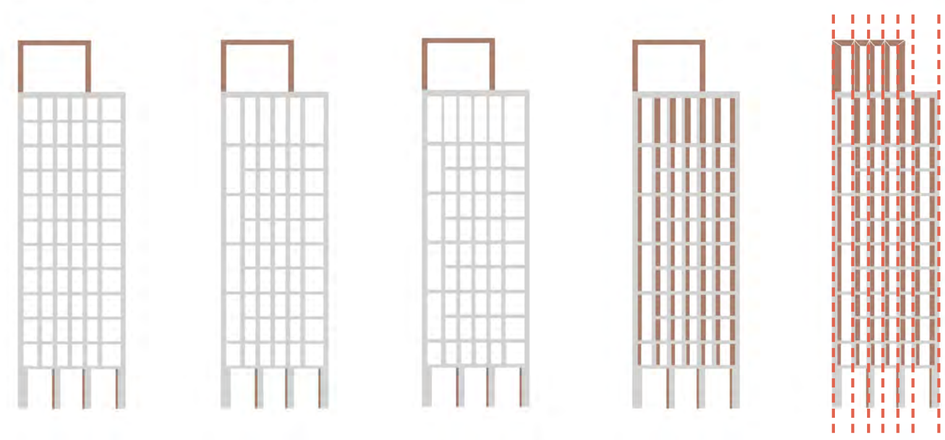
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REDEVELOPMENT PROPOSALS

TOWNSCAPE AND HISTORIC ENVIRONMENT

The new scheme has sought to reflect Local Plan Policy CR10 by setting an overall height that is subservient to that approved at Station Hill. In addition, the proposed massing of Blocks A to C are proposed to be set in line, this better reflecting the aspirations of the Minster Quarter Outline Area Development Framework and enabling a visual marker on the corner of Dussledorf Way and Queens Walk.



Townscape Section Looking East


Facade Approach - Vertical Proportions

- The building has a clear top, middle and base with an articulated brick frame visually ordering the facade
- The frame is modulated into double storey and 4 storey elements to provide visual interest and a strong vertical emphasis
- The frame gets subtlety slimmer as it ascends and is thicker at the base
- Inset panels are added to create the appropriate glazed opening sizes while still maintaining a relatively slim frame
- The lanterns at the top of each building are formed in a contrasting faceted facade design and sit alongside resident's roof terraces
- Each building lantern becomes progressively taller in proportion to the building height creating a distinctive skyline

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TOWNSCAPE AND HISTORIC ENVIRONMENT

Through the part-demolition of the shopping centre and construction from ground level, it is possible to use heavier weight, higher quality materials in the façade design than that earlier consented. It is intended to use for the facing materials and steel, brick or terracotta or a mixture of each for the insert panels. The intent is to provide robustness, as well as variation to the design.



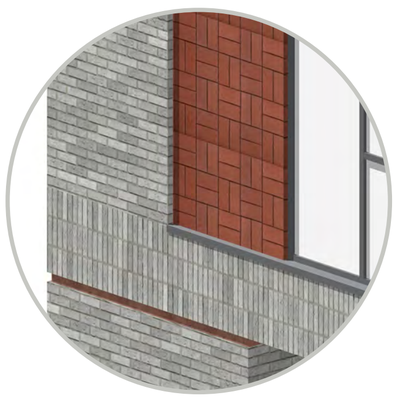
Use of grey and red brick/terracotta reflects Reading's unique and distinctive polychromatic brick heritage



Typical glazing bay panel



Perforated panel



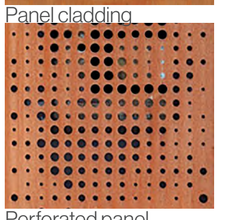
Basket weave brick

Linear terracotta panel

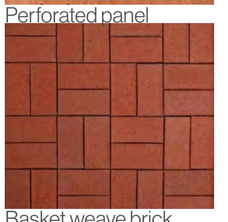
Ribbed terracotta



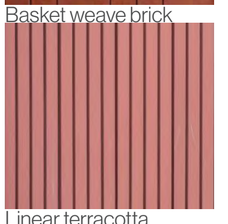
Panel cladding



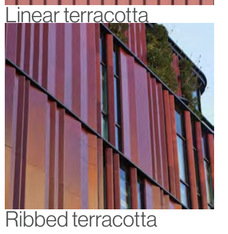
Perforated panel



Basket weave brick



Linear terracotta



Ribbed terracotta

Red brick, terracotta/ metal panels can provide subtle variation between buildings and facades

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TOWNSCAPE AND HISTORIC ENVIRONMENT

The following images identify how the development will look from key views in and around the town centre. The extant consent is identified by a red line, whilst green or grey shaded areas display current thinking in respect of the location and massing of buildings within the Minster Quarter.

View 4 from Oxford Road looking South West



- The view is characterised by the modern, retail and commercial development comprising the urban environs of Reading town centre
- The view does not comprise any buildings or landmarks of significance or historic character, nor is the view located within a conservation area.
- The Proposed Development appears above the podium of the shopping centre and is visible as part of the existing taller elements of townscape, including Fountain House
- Greater impact on Oxford Road listed buildings is reduced through removal of Block E of the extant consent

01 Existing View 4 from the HTVIA
02 Proposed View 4 with the consented scheme in outline

View 7 from Reading Minster looking west



- View taken from the forecourt of the Minster looking west.
- On the western boundary of the Conservation Area.
- Busy commercial street, mixed townscape character.
- The intricate roof profile and materiality of the landmark building on the corner remain prominent.
- Additional height and breadth of the development unlikely to be appreciable from this viewpoint.

01 Existing View 7 from the HTVIA
02 Proposed View 7 with the consented scheme in outline
03 Proposed Cumulative view with Minster Quarter

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TOWNSCAPE AND HISTORIC ENVIRONMENT

The following images identify how the development will look from key views in and around the town centre. The extant consent is identified by a red line, whilst green or grey shaded areas display current thinking in respect of the location and massing of buildings within the Minster Quarter.

View 6 from the junction of Castle Street and St Mary's Butts, looking NW



- The frontages of the Grade II listed 35,36 and 37 St Mary's Inn and the Horn Inn continue to dominate the streetscape.
- The proposed development is perceptible above an element of the roofline of the listed buildings but is more prominent to the rear of the modern buildings on St Mary's Butts.
- The historic roof profile of the listed buildings along Castle Street and St Mary's Butts remain legible.
- The additional height and depth of the Proposed Development will be visible from the Conservation Area but is experienced as part of the existing modern development comprising Reading town centre.





- The staggered approach to massing mitigates the perception of mass and the tallest element of the scheme is centered away from the lower scale historic development.

01 Existing View 6 from the HTVIA
02 Proposed View 6 with the consented scheme in outline
03 Proposed Cumulative view with Minster Quarter

View 15 from Castle Street looking north



- The ornate frontages of the Grade II* listed St Mary's and Grade II listed Sun Inn dominate the foreground.
- The proposed development is prominent above the roofline of the Sun Inn.
- Additional height and depth of the building will be visible from the Conservation Area.
- These are not the key or historic views from which to experience the character and appearance of the Conservation Area.





01 View 15 from the HTVIA
02 Proposed View 15 with the consented scheme in outline
03 Proposed Cumulative view with Minster Quarter

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HERITAGE

The following images identify how the development will look from key views in and around the town centre. The extant consent is identified by a red line, whilst green or grey shaded areas display current thinking in respect of the location and massing of buildings within the Minster Quarter.

View 22 from the junction of Baker Street and Waylen Street looking NE



- The Proposed Development is experienced kinetically in views looking east along Baker Street.
- The new building is seen as part of the peripheral and emerging tall building context within the town centre, bought forward by the Minster Quarter Regeneration Framework.
- The view does not detract from the special interest of the CA which is derived from its predominantly 18th and 19th homogenous architectural character.



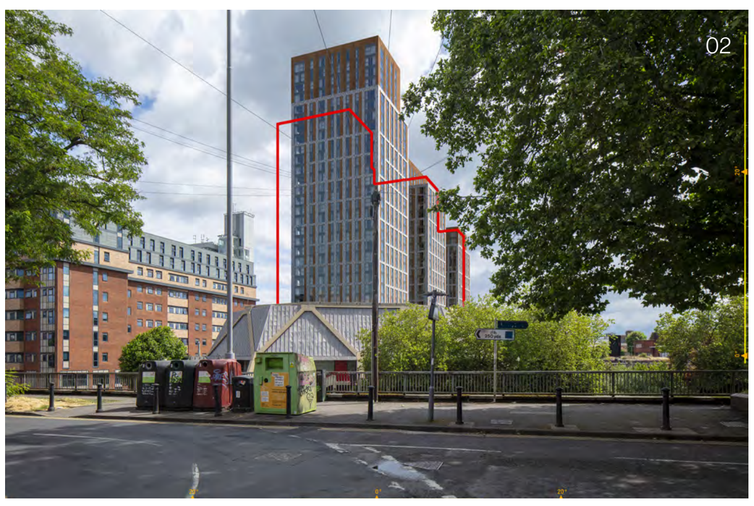


01 Existing View 22 from the HTVIA
02 Proposed View 22 with the consented scheme in outline
03 Proposed Cumulative view with Minster Quarter

View 23 from the junction of Baker Street and Howard Street looking NE



- Views taken from the west of the site over the IDR within the Conservation Area
- Development site separated by the IDR and distance
- The Hexagon, Aparto occupy the foreground, as will the Minster Quarter development
- Historically, the Civic Centre would have been visible
- Additional height and breadth of the development is appreciable but taken in context of the town centre location and associated built form





01 View 23 from the HTVIA
02 Proposed View 23 with the consented scheme in outline
03 Proposed Cumulative view with Minster Quarter

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