

## INTRODUCTION

In Summer 2023 a series of public exhibitions were undertaken to explain emerging proposals for the part redevelopment of Broad Street Mall.

170 people attended the exhibitions and over 1,000 individual users reviewed the proposals online – [www.bsmfuture.co.uk](http://www.bsmfuture.co.uk). Background detail and the original proposals remain on the website to assist with comparison of the new scheme.

The response to our redevelopment proposals was generally positive and comments provided have enabled further improvements to the scheme ahead of submission early in 2024.



To respond to comments made during our earlier engagement with Planners, Councillors, local stakeholder groups, residents and businesses, the following changes have been made to the scheme:

- Provision of increased vertical emphasis to provide a slender built form
- Change in the rhythm of horizontal banding within the tower structures to help accentuate the vertical emphasis within the design
- Change to the lantern structures that complete each tower to enable structural columns to extend to roof level and provide a lighter crown to the buildings
- Provision of balconies to support proposed internal and external amenity spaces
- Delivery of a significantly-increased quantum of larger 2 bed and 3 bed units
- Increased tree and shrub planting, public art and provision of multi-use spaces with a view to co-ordinating this with proposals at the Minster Quarter
- Inclusion of the concrete car park frieze within the parts of the external façade and direct references to this introduced into scheme design and the public realm
- Alterations to internal layouts within Block D, alongside external façade changes to provide greater contrast and separation from the proposed tower structures.
- Provision of a highly sustainable, energy efficient building that meets policy

## SCHEME CHANGES

### INCREASED VERTICAL EMPHASIS

To respond to Design South East's comments regarding the need to provide a slenderer architectural form, a number of changes to building height, materiality and construct have been made, which also help to provide a more interesting and animated building. Key changes are as identified below.



**SCHEME CHANGES**  
**MATERIAL RESPONSES**

To respond to Design South East's comments regarding the need to provide a slenderer architectural form, a number of changes to building height, materiality and construct have been made, which also help to provide a more interesting and animated building. Key changes are as identified below.

Red and grey building tones reflect Reading's distinctive local bricks



The residential building bases are given a grand 3 storey language contrasting with the lightweight glazed façades in between..



Reading Town Hall



19 Castle Street



39 Castle Street



Reading Town Hall

Brick detail references the Minster's flint and limestone facade



Building D materiality relates to the Minster's flint and limestone checkerboard facade and contrasts to the 3 main residential towers.



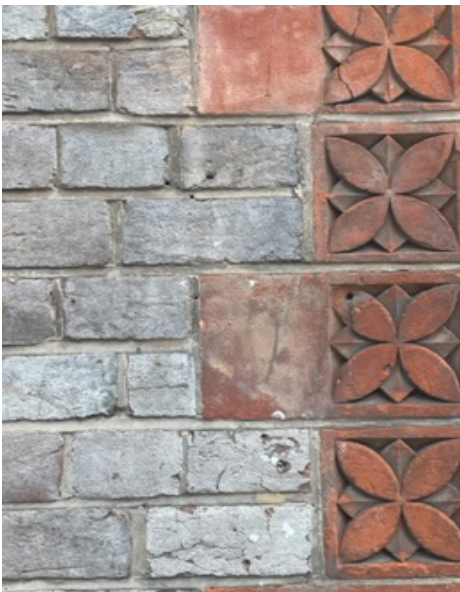
Reading Minster



Flint and Limestone



Basket Weave Detail



Grey Brickwork

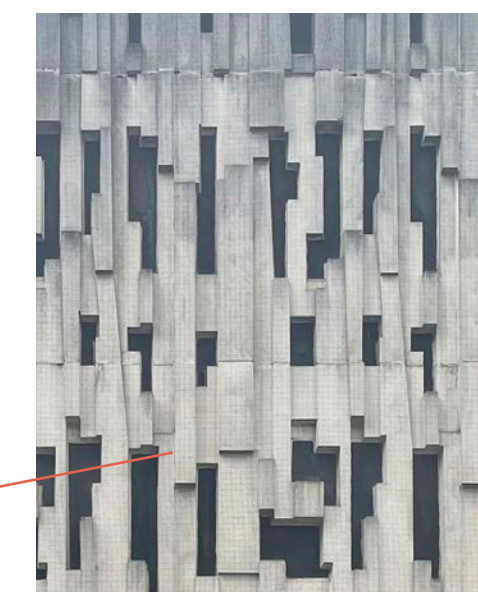
## SCHEME CHANGES

### INCORPORATING 20TH CENTURY REFERENCES

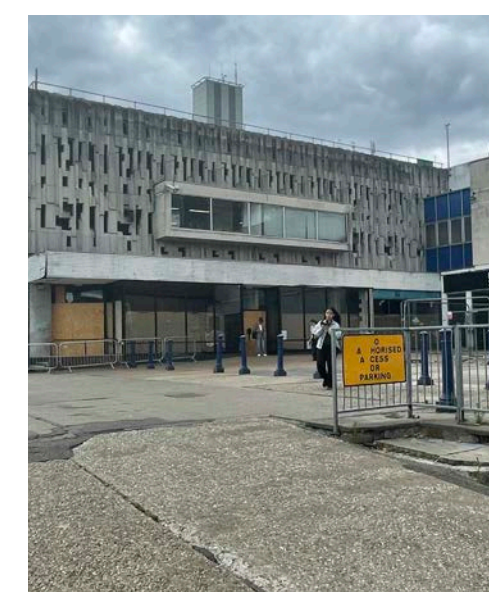
Concrete frieze pattern reflected in the balustrading and public realm



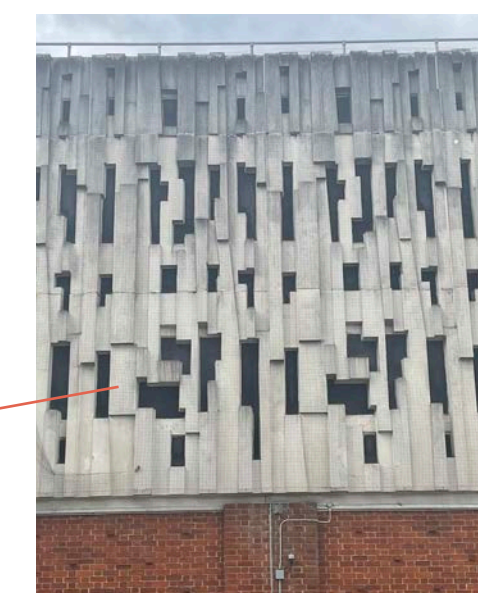
The concrete frieze pattern is reflected in the balustrading, public realm and car park cladding.



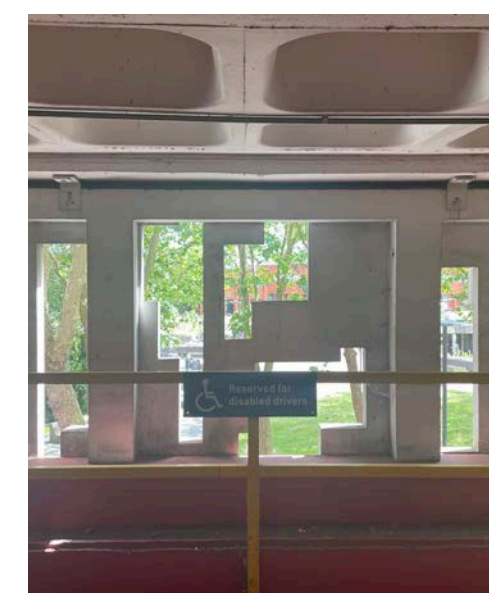
Carpark Concrete Frieze



Broad Street Mall



Carpark Concrete Frieze



Carpark Concrete Frieze

New car park ramp cadding utilising the car park frieze pattern.



DSE Scheme with Green wall to the car park ramp



New cladding to car park ramp to use the car park frieze design in the perforations

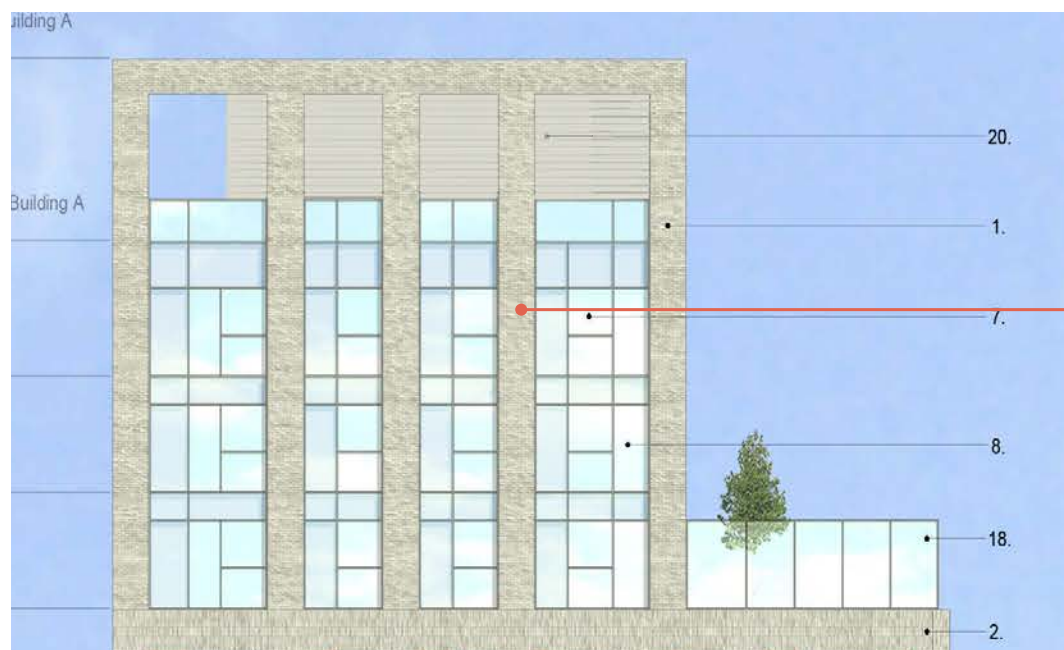
SCHEME CHANGES

CONSTRUCT AND IDENTITY

The changes made have created a distinct top, middle and bottom order to the proposed buildings, as well as a more distinct separation between the tower blocks and the smaller residential building. Housing will be provided in a tenure-blind form enabling the creation of a mixed and balanced community.

Design Response Top, Middle and Base:

Proposed Bay Studies



Building A

Grey brick frame extended upwards to form the crown encompassing the plant level



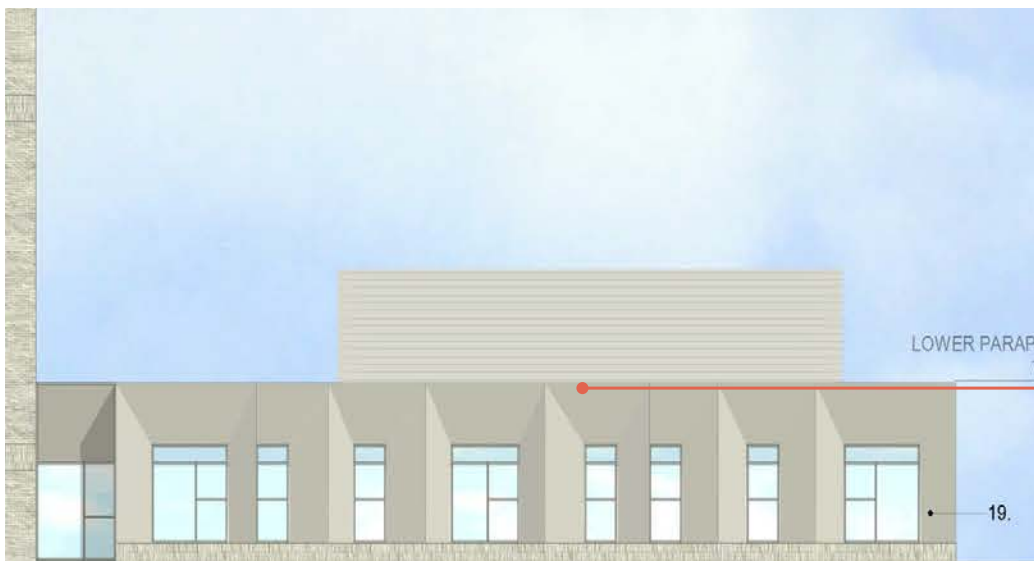
Light grey multi brick forms outer brick three storey frames

Red toned infill panels

Dark grey powder coated window

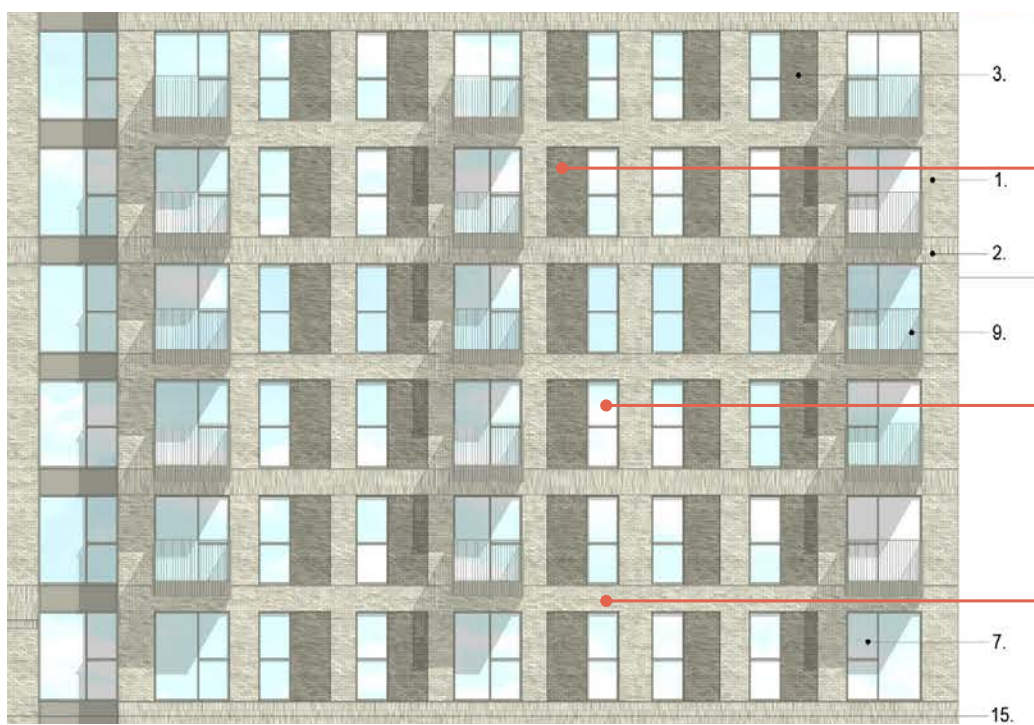


Light grey multi brick forms large scale columns to the base of the towers



LOWER PARAP

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



## SCHEME CHANGES

### PUBLIC REALM

To support the changes made to the buildings, a number of improvements have been made to the proposed landscaping strategy, which will enable the public realm to reflect the changes to materiality, bring forward more planting and create more usable spaces with seating for relaxation or in which to hold events.

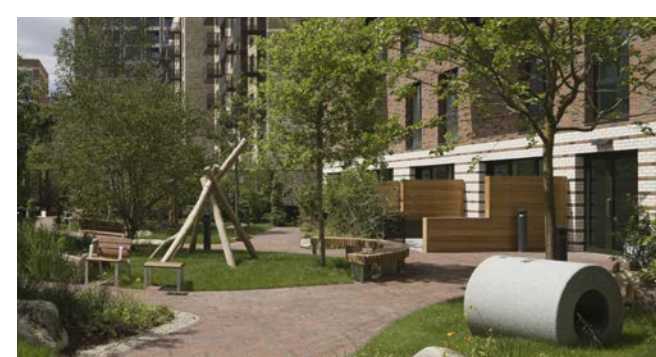
#### Revised Dusseldorf Way Proposals



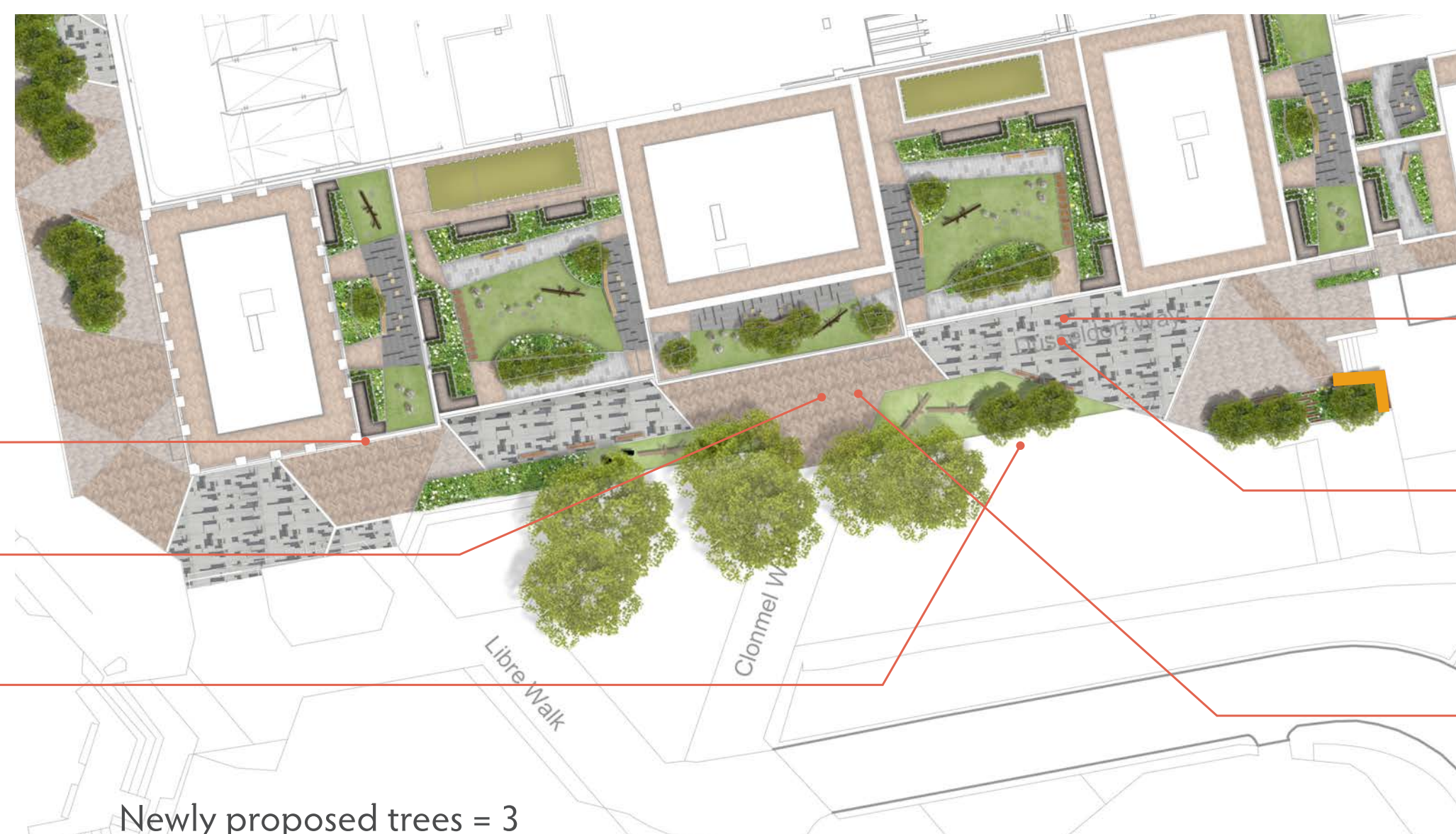
Active frontages



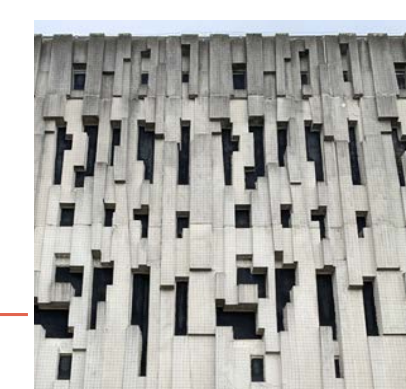
Raised planters with informal play and integrated seating



Play-on-the-way



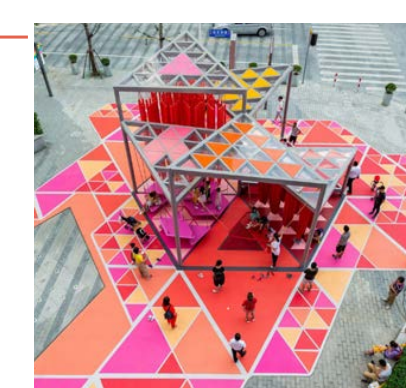
Newly proposed trees = 3  
This is an increase of 3 since the first iteration of design  
Total uplift of usable soft landscape since DRP = 215m<sup>2</sup>  
Repurposed car park concrete facade as public art



Intensified areas of paving with 20th century concrete facade reflected

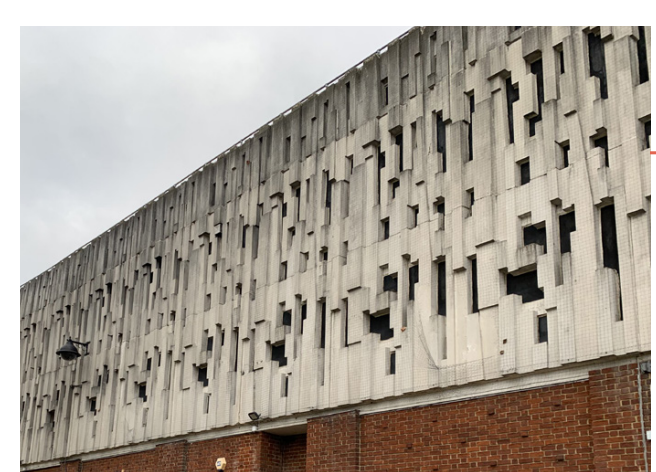


Spill out seating

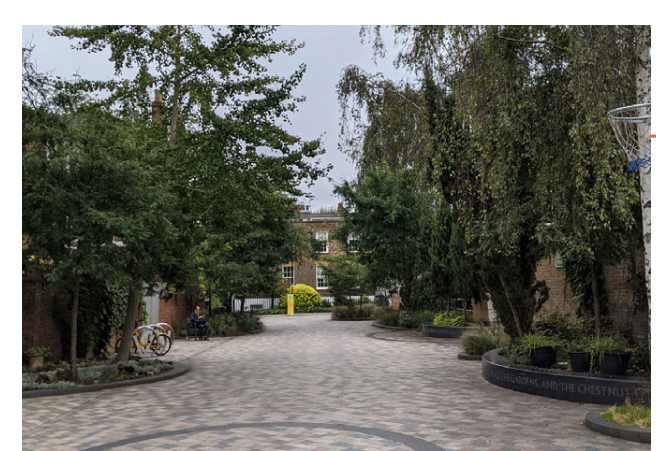


Programmable space for temporary events

#### Revised Queens Walk Proposals



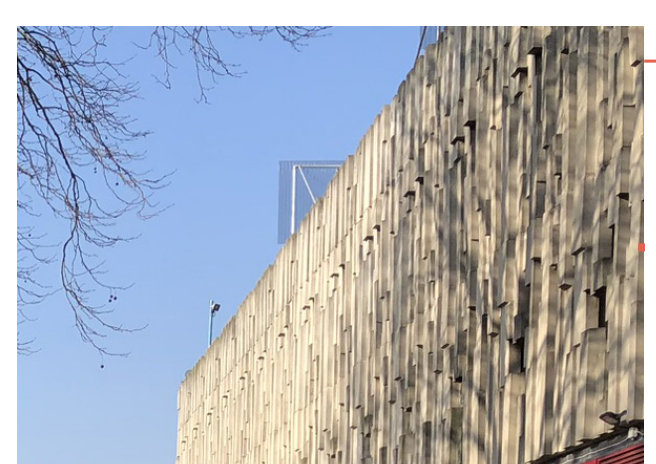
Intensification of design at key node inspired by 20th century concrete facade



Tree planting to bring domestic scale to space



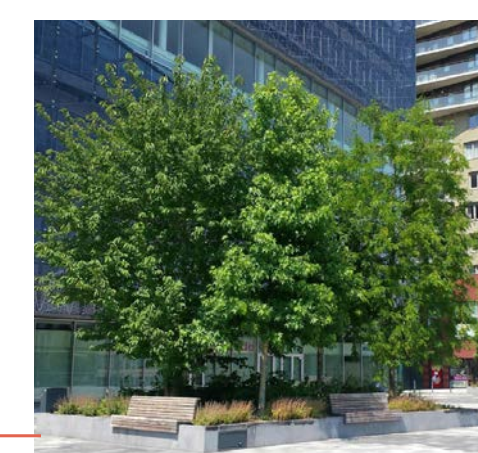
Modular planters with integrated seating



Re-use of car park facade as public art



Newly proposed trees = 17  
This is an increase of 2 on the extant Broad Street Mall permission.  
Repurposed car park concrete facade as public art



Transitional space with seating at key points



Play on the way features

SCHEME CHANGES

AMENITY SPACE

A number of usable spaces, both internally and externally are proposed within the building which will provide places for entertainment, exercise, working, relaxing and play. External spaces are shown below, which are supported by a number of private balcony spaces.

Podium Strategy



- Redesign of podium gardens to complement forms in architecture & ground floor proposals
- Increase in play quantum
- Defined spaces for dwelling
- Consideration of tree and hedge planting (to address microclimate requirements)
- Provision of private terraces with defensible planting
- Reduction in length of raised planters

Design Response: Private Amenity Space:  
Area Comparison to Extant Permission

Extant Permission

0m2

Internal Amenity Area

2,331m2

External Amenity Area

2,331 m<sup>2</sup>

Total Private Amenity Space  
External space only

5.52 m<sup>2</sup>

Private Amenity Space/Apartment

Current Proposals

1,640m2

Internal Amenity Area

2,346m2

External Amenity Area  
including 133 balconies

3,803 m<sup>2</sup>

Total Private Amenity Space  
Mix of internal and external space

5.90 m<sup>2</sup>

Private Amenity Space/ Apartment



## NEXT STEPS

It is our intent to submit a planning application to Reading Borough Council in January 2024.

We will also continue to engage and listen to interested parties and encourage you to send in your comments by:

- Writing to us at [feedback@bsmfuture.co.uk](mailto:feedback@bsmfuture.co.uk)
- Completing the feedback form on our project website – [www.bsmfuture.co.uk](http://www.bsmfuture.co.uk)

Further detail is available on the website, including final floorplans.

Once the planning application is submitted to Reading Borough Council you will also be able to submit formal comments to the Planning Department, which will be considered in the determination of the scheme.



The image below identifies our final design to be submitted to the Council. It is important to note that the proposals for Broad Street Mall sit in context of wider development aspirations within the town centre and on the adjacent former Civic Area. The image below identifies how the development sits comfortably within this future vision for Reading.

