

6. ILLUSTRATIVE CONCEPT

6.1 DESCRIPTION

An Illustrative scheme has been developed to provide an example of how a scheme could come forward in line with the constraints presented in the Proposed Parameter Plans and Parameter Development Schedule.

This is one example of a scheme that could be brought forwards at Reserved Matters stage in line with the Outline Planning Application / Development Parameters.

This scheme presents one way but not the only way a scheme could come forward in accordance with the proposed development parameters.



6.2 ILLUSTRATIVE BRIEF

The following is an illustrative brief:

The requirement is for a mixed-use development capable of accommodating residential, retail, and office space. The scheme should provide amenities and uses that would enable the site to become a key location for leisure and commercial demands, complementing the town centre on the south side of the railway tracks.

The proposed illustrative residential development will provide circa 600 dwellings, with a balanced unit mix containing both one bed units as well as family units with two and three bedrooms.

The office area required to be provided is 25,000 sqm GIA.

The brief for the hotel is to accommodate circa 125 rooms.

Ground floor retail units are desirable. These will provide active frontage and commercial uses in line with the Outline Planning Application guidelines, and provide services for existing and future residents.



6. ILLUSTRATIVE CONCEPT

6.3 COMPLIANCE WITH DEVELOPMENT PARAMETERS

DEVELOPMENT FOOTPRINT

Development takes place within the 'Development Footprint' marked on the submitted plan PP-100. The zones on the boundary with Vastern Road and facing the junction with Caversham Road are maintained free of development.



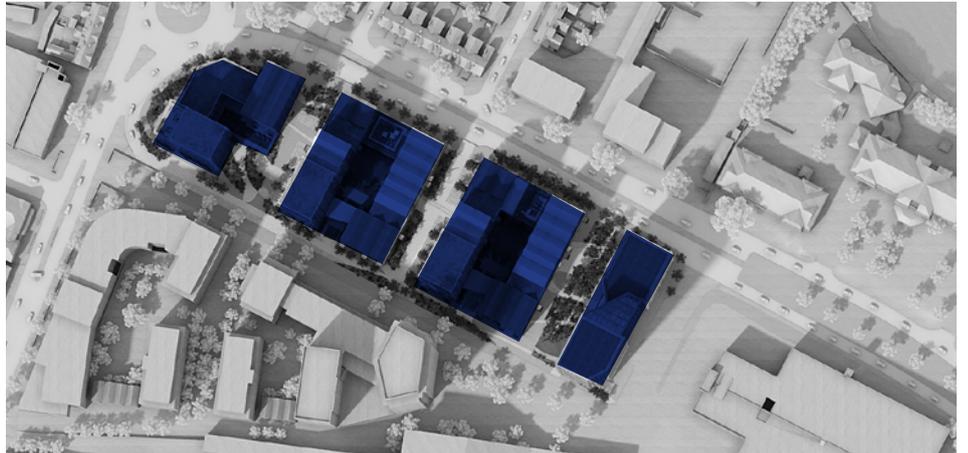
DEVELOPMENT ACCESS AND EGRESS

A single general use permanent vehicular ingress point to the site from Caversham Road and a single general use vehicular egress point from the site onto Vastern Road are provided as identified on Plan PP-102.



BUILDING PLOTS

Buildings are located in Plots A, B, C and D as identified on Plan PP-102.





Illustrative scheme Heights

6. ILLUSTRATIVE CONCEPT

6.3 COMPLIANCE WITH DEVELOPMENT PARAMETERS

IMPACT OF PROPOSED ILLUSTRATIVE SCHEME ON EXISTING CONTEXT

The scheme coming forward at Reserved Matters must achieve the guidelines referenced in the BRE and/or the Council's requirements both in terms of the proposed uses and their impact on neighbouring properties.

The following assessments have been carried out for the illustrative scheme to demonstrate the relationship between daylight/sunlight considerations and design development.

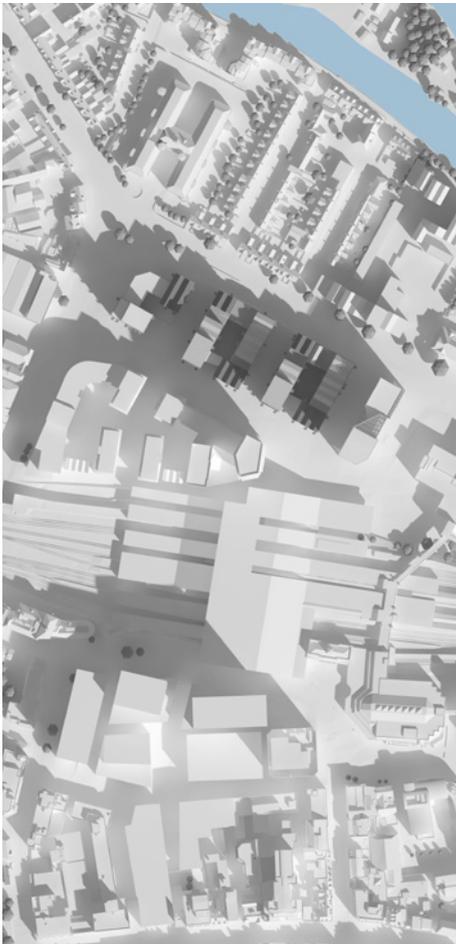
The assessment references the BRE guidelines as to the implications the proposed massing for the site will have on the daylight and sunlight enjoyed by the existing neighbouring properties on the opposite side of Vastern Road and Caversham Road.

With the site being underdeveloped for such an urban location, the neighbouring residential properties currently enjoy a very high level of daylight and sunlight.

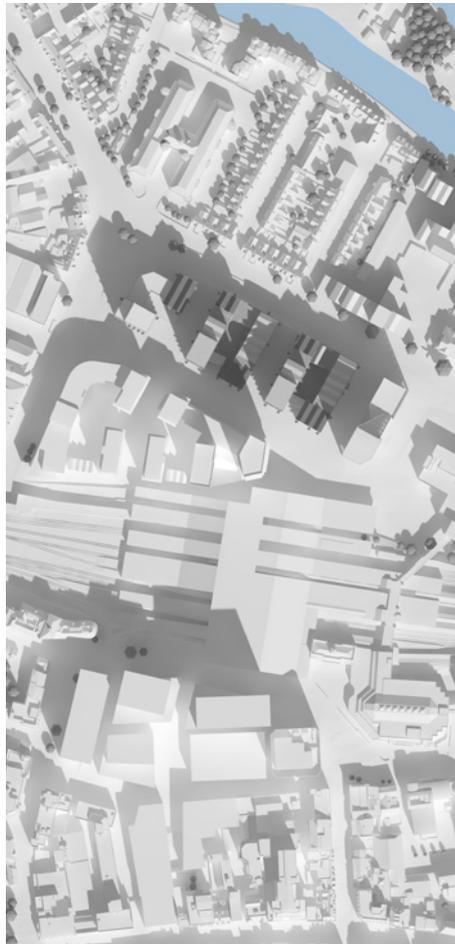
Whilst the BRE guidelines contain target numerical values they specifically state that these values need to be applied flexibly.

The results of the assessment found that the level of daylight and sunlight achieved when the proposed development is in place is considered appropriate for the neighbouring residential properties.

* Assessment for the 21st of March



10 am



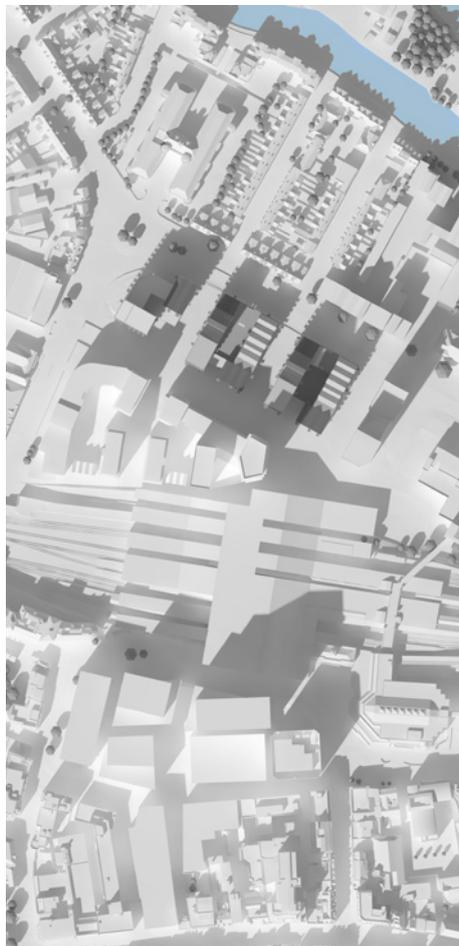
11 am



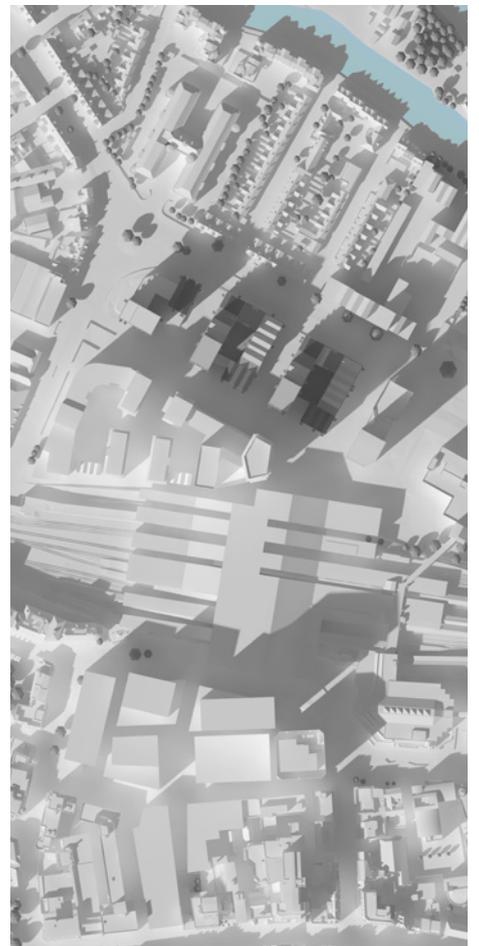
12 am



1 pm



2 pm



3 pm

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VASTERN ROAD FRONTAGE

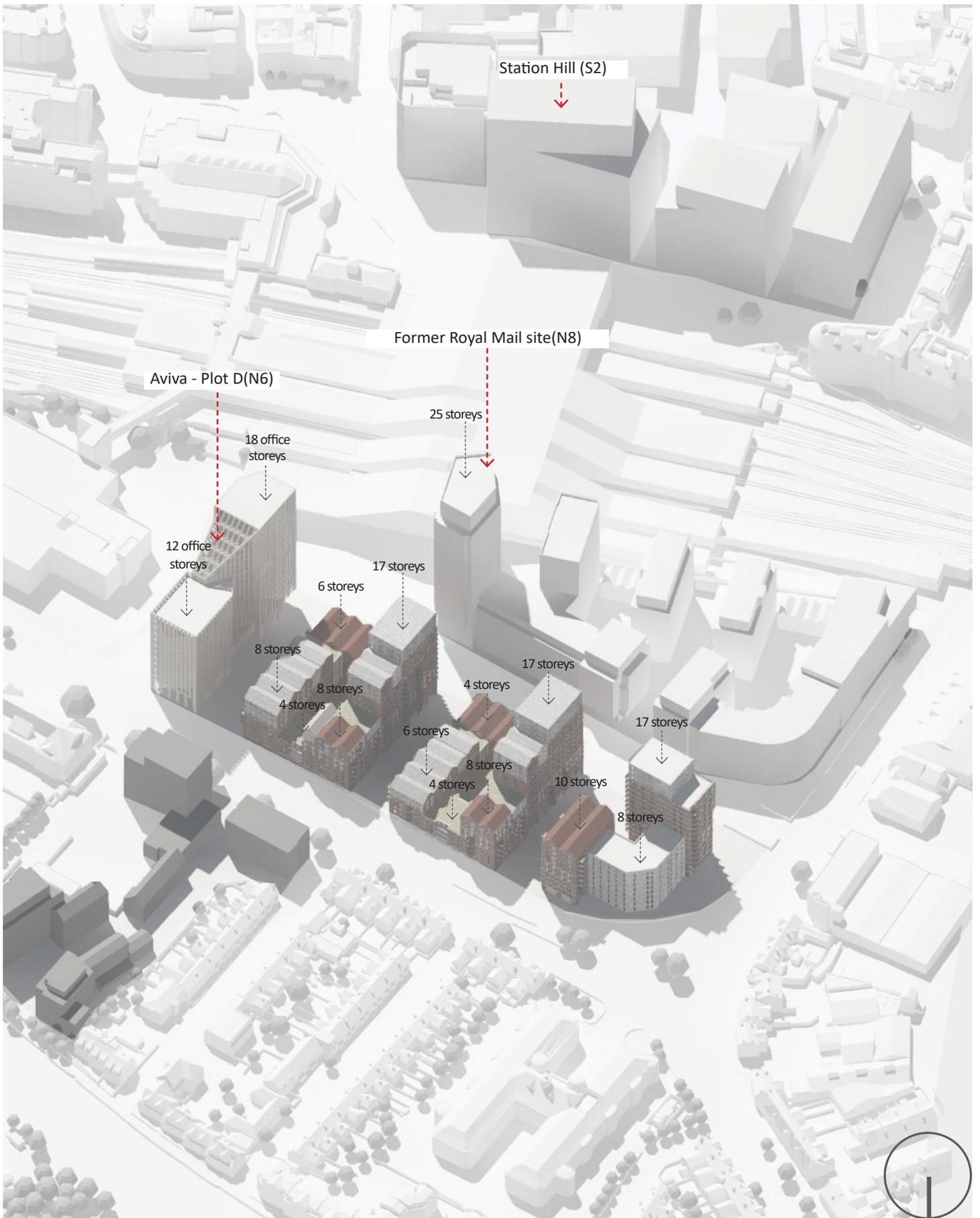
The maximum development heights proposed in the Illustrative Scheme follow the Outline Planning Application parameters, which are based on the guidance of the RSAF, the emerging context, sunlight-daylight, townscape, and wind assessments.

Careful consideration was given to the relationship between the proposed development and the properties across Vastern Road. Because of the aspect and orientation, any development coming forwards will have to prove the resulting impact is acceptable and in line with current policy.

By applying the separation distances prescribed in the Development Parameters (Schedule and Plans), alongside massing fragmentation on the frontage facing Vastern Road, the illustrative scheme achieves an acceptable impact on the neighbouring context in terms of sunlight/daylight. Heights range from 4 storeys to 10, and 12 on the junction with Tropper Potts Way.



Diagram showing storey heights along Vastern Road



Illustrative scheme. Proposed heights

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6.3 COMPLIANCE WITH DEVELOPMENT PARAMETERS

USE LED SEPARATION DISTANCES

The illustrative scheme proposes a mix of uses for the site. The separation distances between plots will be in line with the Development Parameters.

An example of applying restrictions by compiling the Parameter Plans and the Parameter Schedule is captured between plots D and C. Here, the minimum separation distance will be 23m, overriding the minimum separation distance set between uses for office-to-residential frontage, which is 20m.

As all other facing fronts are residential, the minimum distance for residential-to-residential frontage is set at 20m.

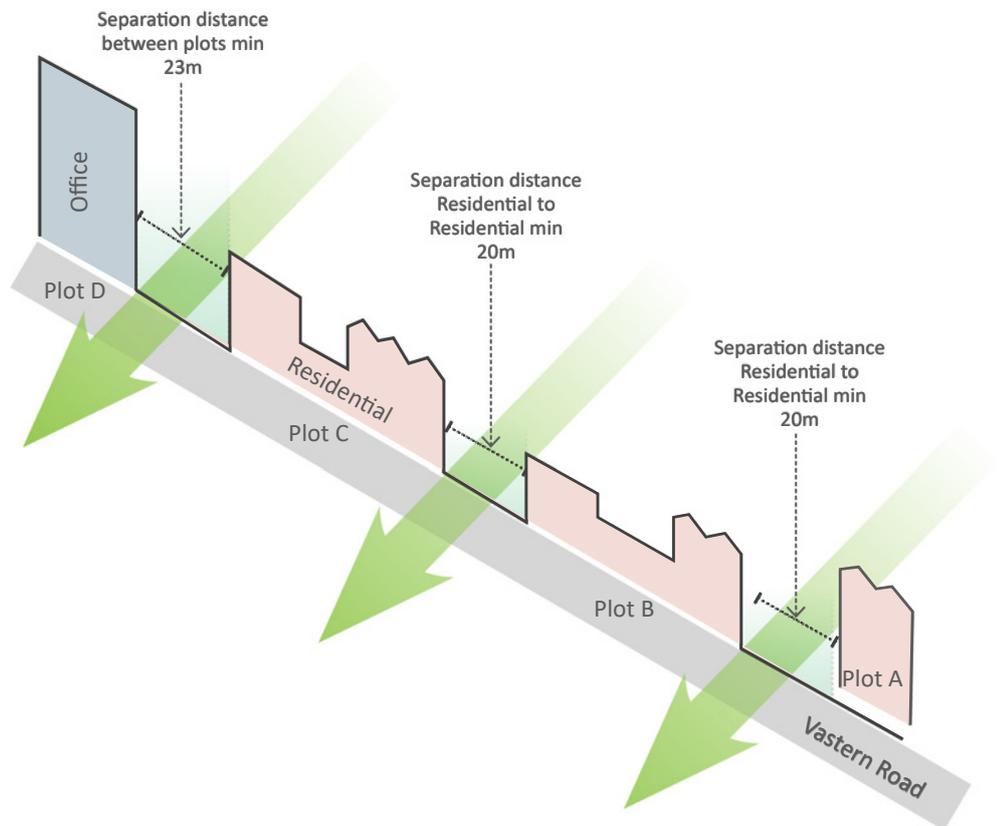
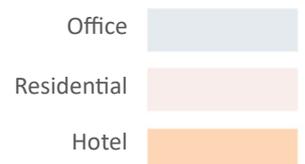
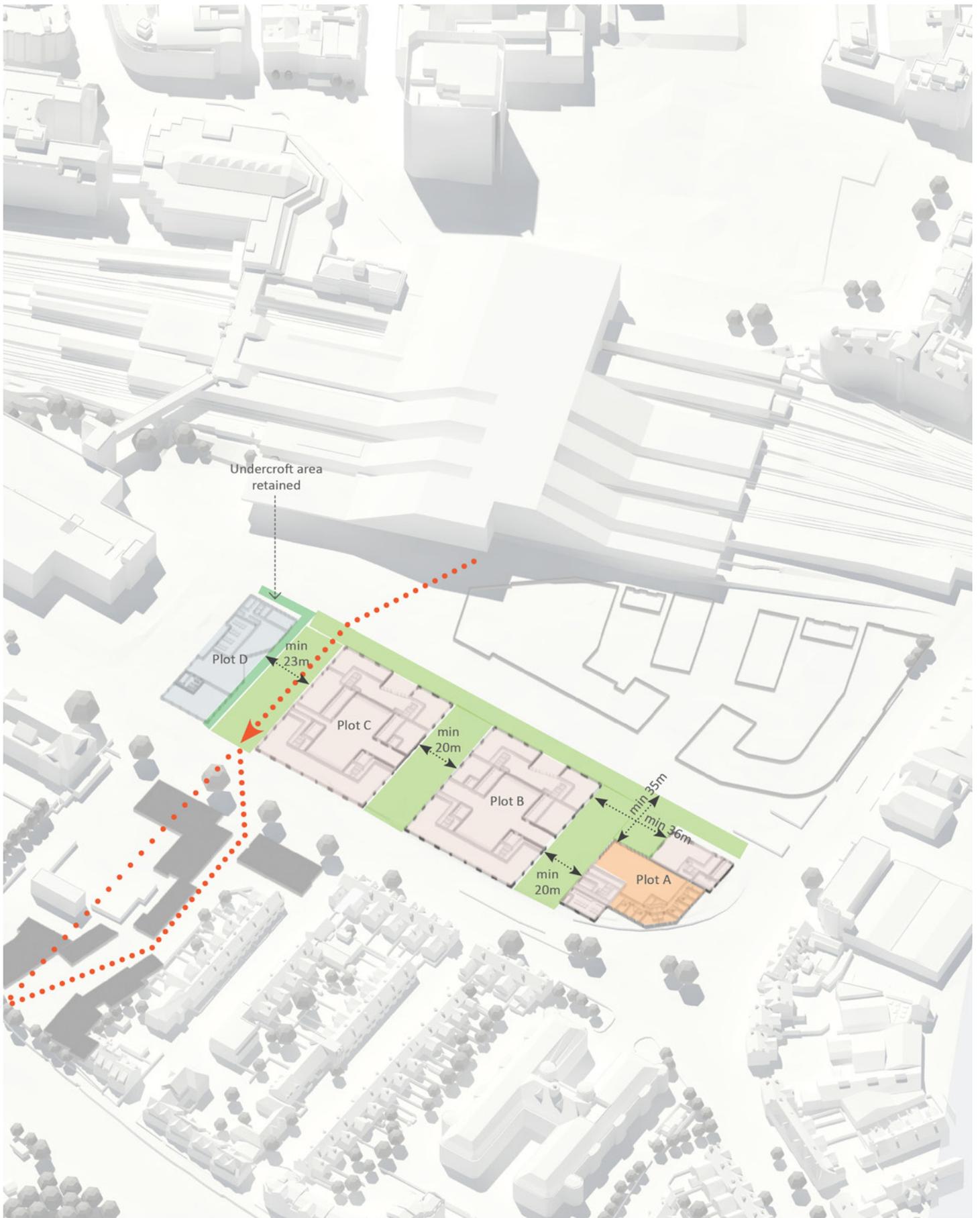


Diagram showing separation distances between plots





Illustrative scheme. Separation distances

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6.3 COMPLIANCE WITH DEVELOPMENT PARAMETERS

NS PEDESTRIAN LINK

The north-south link between the centre of Reading, the River Thames, and Caversham is maintained at the minimum distance set within the Parameters of the Outline Planning Application.

In addition the illustrative proposal allows for the 23m separation distance to be maintained on all floors and not only on the lower levels.

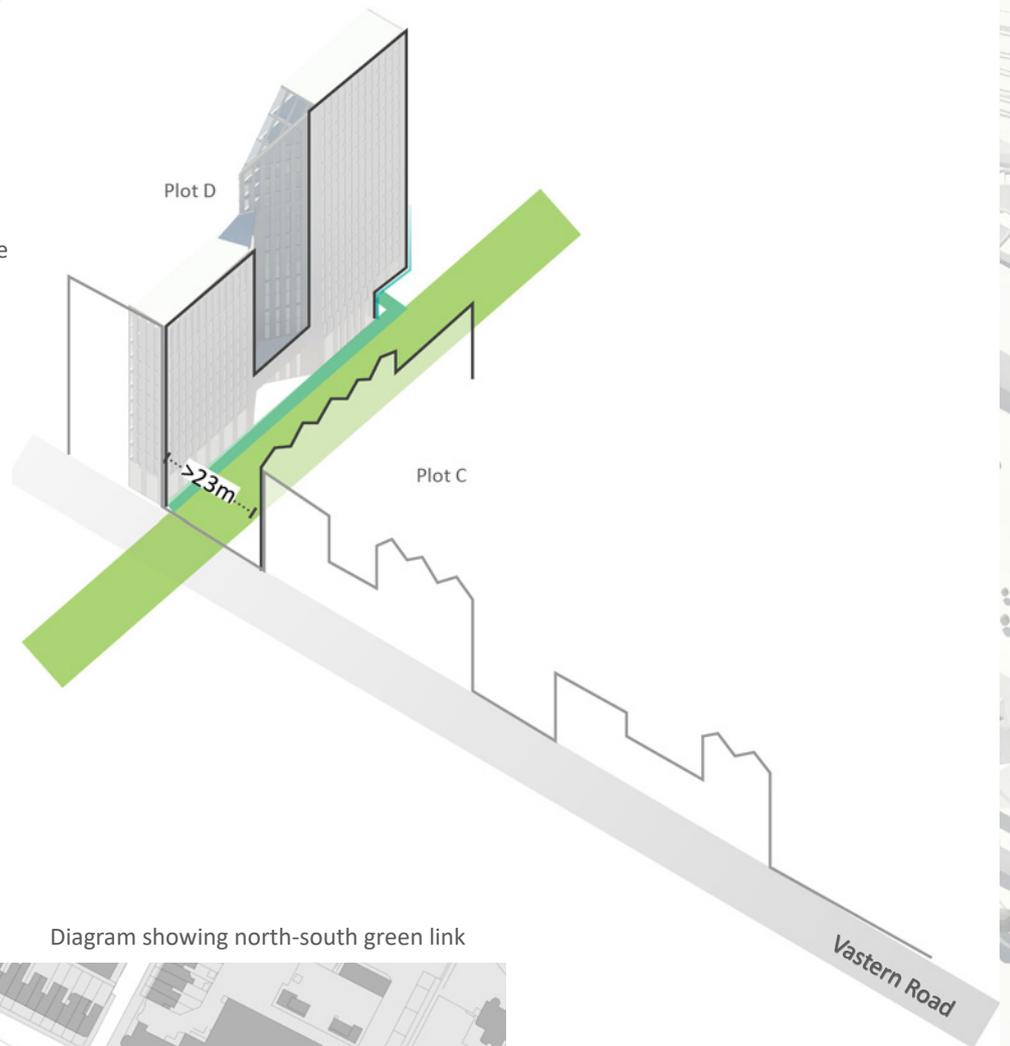
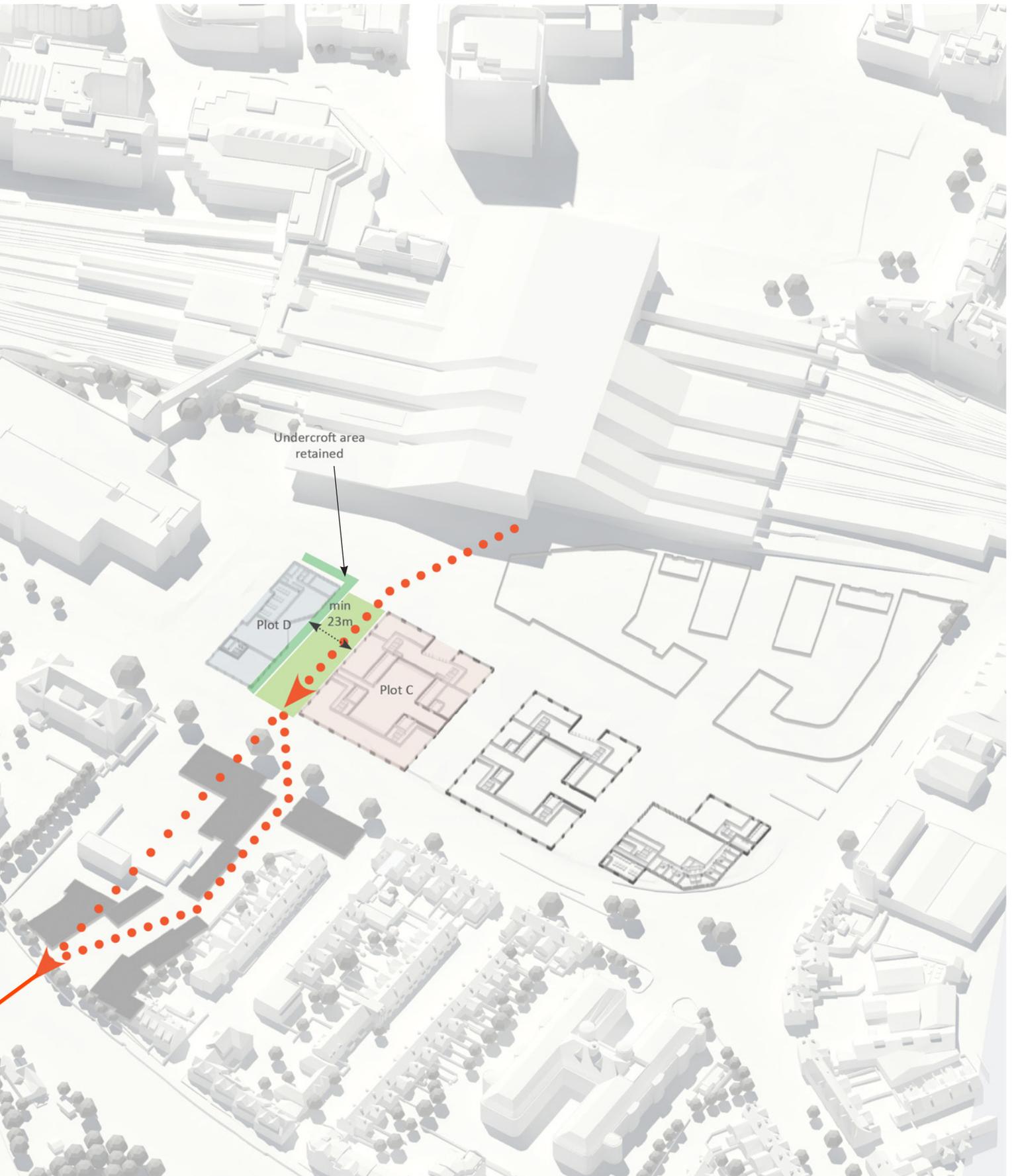


Diagram showing north-south green link





Illustrative scheme. North-South link

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6.3 COMPLIANCE WITH DEVELOPMENT PARAMETERS

ACCESS AND INTERNAL CIRCULATION

Site access and egress points are provided within the area identified in the Parameter Plan.

This allows for the proposed design to minimise vehicular access through the site in favour of landscaped amenity and pedestrian use.

On the ground floor of Plots B and C, within the space beneath the podium gardens, vehicular circulation will be accommodated through service yards.

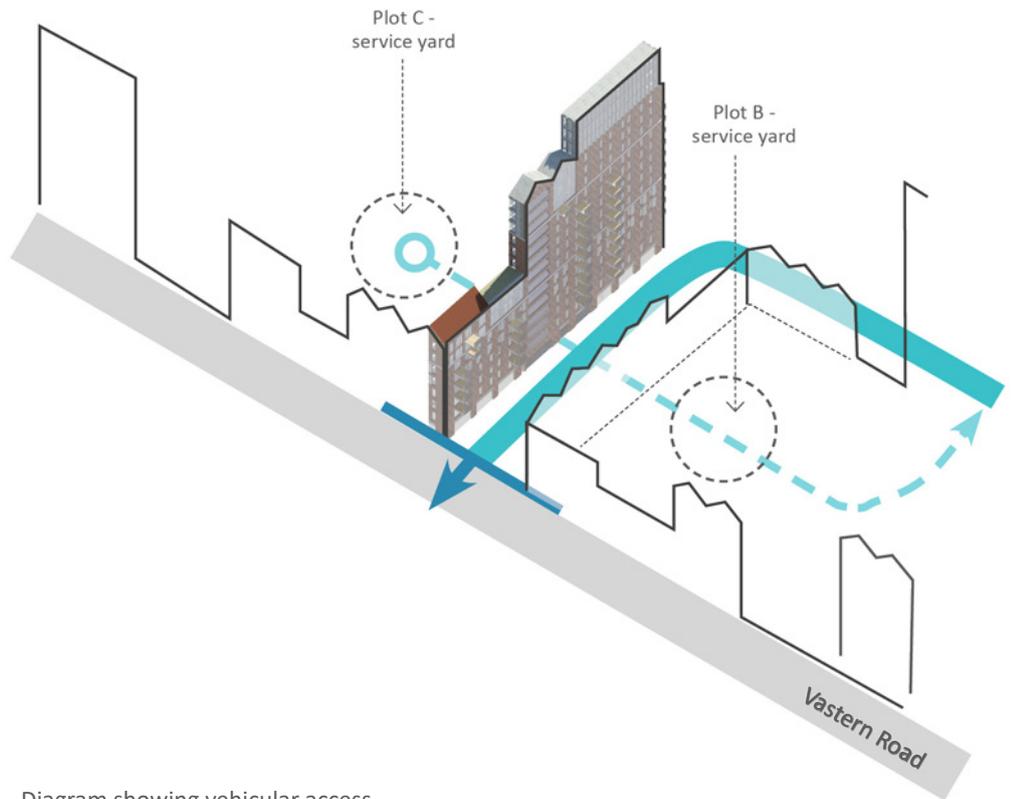
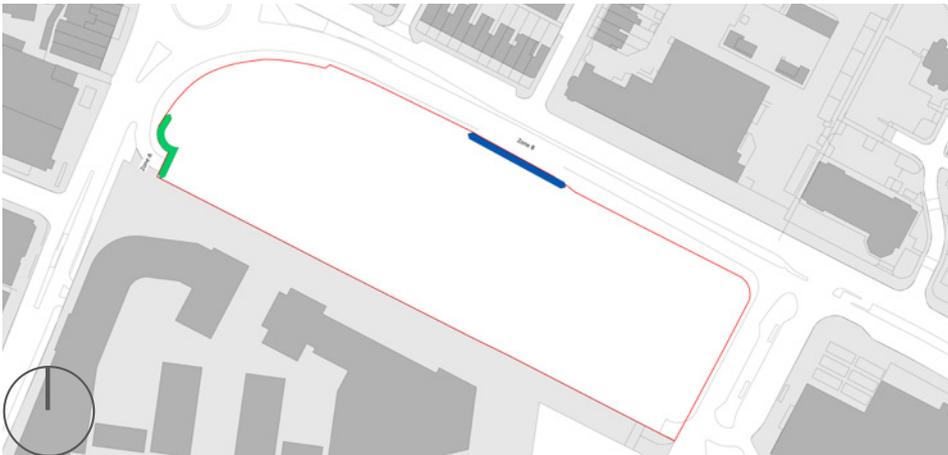
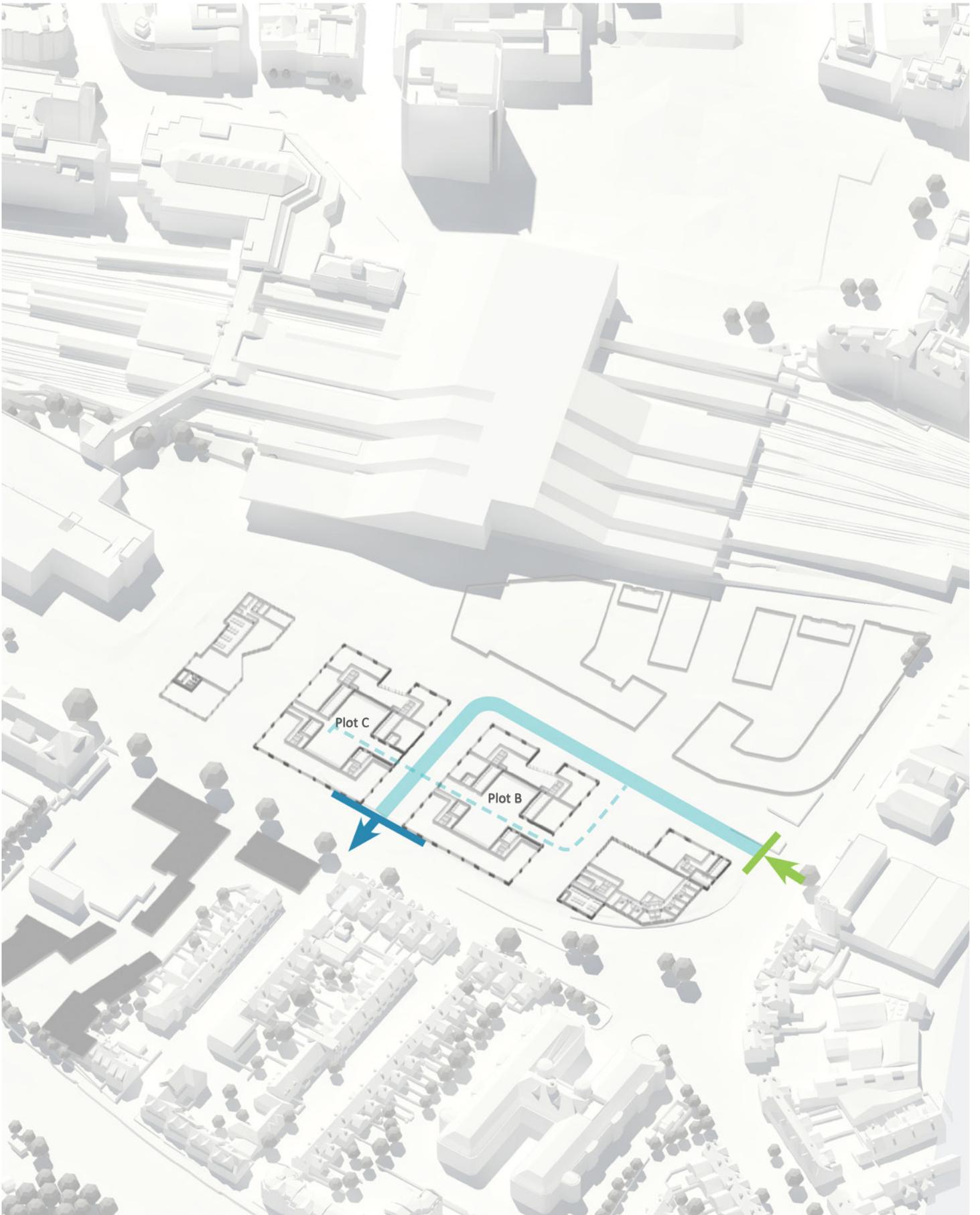


Diagram showing vehicular access





Illustrative scheme. Access

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6.4 DESIGN DEVELOPMENT BY PLOT

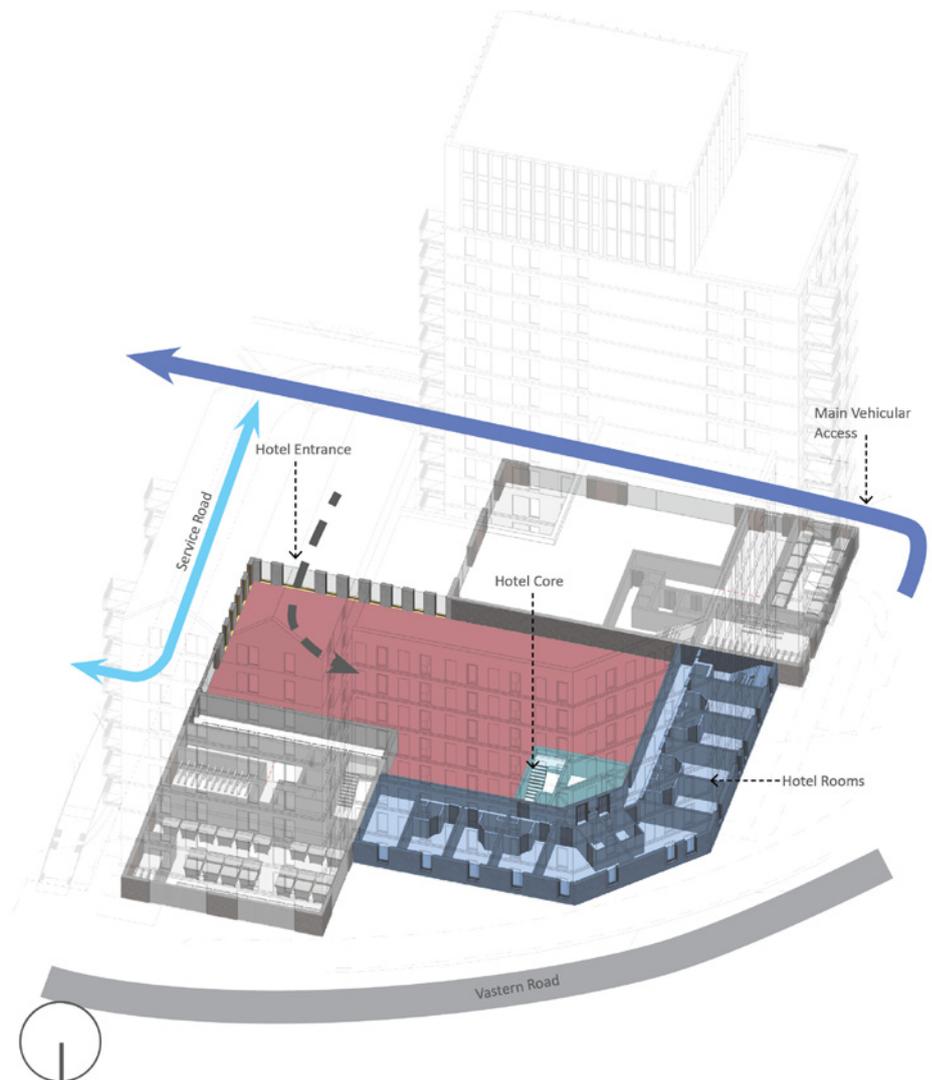
PLOT A ACCESS

The Hotel proposed on Plot A has its main access onto the green square located on the southern corner.

Collections and deliveries are accommodated via the service route.

The location is considered optimum in terms of signage visibility.

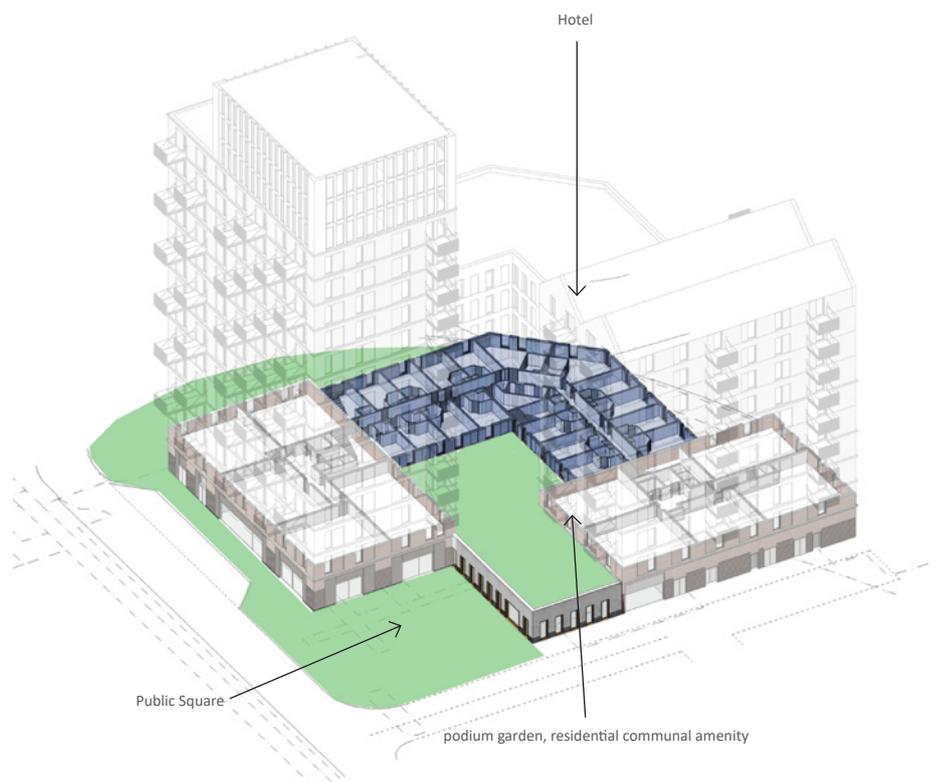
In addition, where otherwise the proximity to the junction would cause a hostile environment for residential use, a hotel frontage could be delivered to a satisfactory level diminishing the negative impact that noise and traffic could have on the scheme.



PLOT A AMENITY

The south corner of the plot is restricted to provide a public square - part of the amenity secured by the Outline Planning Application. This space will provide outdoor facilities for both new residents, locals, and commuters. The edges facing the square will be activated by retail and leisure uses.

To provide residents with a private secure outdoor amenity, the podium garden is accessible from all of the residential cores.



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6.4 DESIGN DEVELOPMENT BY PLOT

PLOT B AND C ACCESS

The illustrative scheme proposes a service yard at ground floor in the centre of the perimeter blocks. This space allows for servicing and deliveries to remain remote from pedestrian routes and outdoor amenity spaces.

The service yard also provides blue badge parking spaces and cycle storage facilities.

By providing a route through Plot B, on site vehicular traffic is minimised.

In the illustrative scheme, perimeter blocks B and C are residential blocks.

The ground floor uses are complementary to the use above. Residential units are restricted from being provided on the ground floor. Ground floor areas will provide ancillary services required for residential use, access, and retail uses. The latter is important for achieving active frontage as well as services required by future and existing residents.

